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WISN-TV (Milwaukee, WI)

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# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

availa	ble, and they must be maintained in the sta	tation's Public Inspection File for 2 years.	
Candi	date/Issue	DEMOCRATION SENATORIAL CAMPAIGN COMMITTEE	-
candid	Dates (if one folder is used per late, a separate checklist must be leted for each flight)	10/2/12-11/6/12	
		<u>Initials</u>	
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7) Date: 10/9/12 <u>Q</u>	
2.	Original contract showing requested time (when available)	Date: \$/13/12 &	
3.	Updated contracts as order changes.	Date: 9/30/12 &	who
4.	Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount for each rebate), if any		10/30/1
		Checklist Completed:	
		By: Se	
		Date: //8/13	

231808.2

# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:				te:
$\iota$	NISO TV, MICH	millo		10,	11/12
	0	NAGELBE	owing issue:		
		Dscc	IE		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	6R1	ÆREI	>	
Total Char					
Total Char	yes:	•			
his broadcast t	ime will be used by:		DSCC -1E	•	
	rogramming (i elating to any				
	Yes			□ No	

For programming that "commun importance," list the name of the office(s) being sought and the date.	legally qualified candidate(s) the	e programming refers to, the
For programming that "communimportance," attach Agreed Upon		political matter of national
I represent that the payment for	the above described broadcast ti	me has been furnished by:
04	SCC -1E	
and you are authorized to annour furnishing the payment, if other t		person or entity. The entity
a eorporation; a eomm	ittee; 🗌 an association; 🔲 o	or other unincorporated group.
The names, offices, and addresse agents of the entity are named be	es of the chief executive officers, slow (may be attached separately	directors, and/or authorized  ): MARTIA MCKENNA, DIRECTOR IE  430 S. CAPITOL ST SE
	SCRIMINATE OR PERMIT D	ISCRIMINATION ON THE BASIS
I agree to indemnify and hold harm reasonable attorney's fees, that may advertisement(s). For the above-st transcript, or tape, which will be before the time of the seheduled b	ensue from the broadcast of the rated broadcast(s), I also agree delivered to the station at least	above-requested to prepare a seript,
TO BE SIG	NED BY ISSUE ADV	ERTISER
127/12 /S	ignature	202-338-8700 Contact Phone Number
<i>V</i>	ED BY STATION REF	
☐ Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title

### AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	· 04	DER	ED	

Total	Char	ges:
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## **AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

## Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

CONTRACT

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Revision	Alt Order #
	939457 /	06262067
Product		
DSCC-IE		
Contract Dates	Estimate #	
10/02/12 - 11/06/12	1533	
Advertiser	1!	Original Date / Revision
Democratic Senatorial Ca	ampaign Committee	08/03/12 / 08/13/12

Billing Cycle	Billing Cale	endar	Cash/Trade
EOM/EOC	Broadcast		Cash
<u>Station</u>	Account Ex	xecutive	Sales Office
WISN	Will Hildeb	randt	HRP -Washingt
Special Hand	ling		
Demographic			····
Adults 35+			
IDB#	Advertiser	Code	Product Code
8091	49		53
Agency Ref	1	Advertiser	Ref

0--4-7

						Sp <b>o</b> ts/				
*Line Ch Start I	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	<b>Amount</b>
N 1 WISN 10/02/	/12 11/02/ <sup>-</sup>	12 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
N 2 WISN 10/02	/12 11/02/	12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
N 3 WISN 10/02	/12 <b>1</b> 1/02/	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				i		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
N 4 WISN 10/02				1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	<u> </u>	\$950.00						
N 5 WISN 10/02/	/12 11/02/ <sup>-</sup>	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contrads, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

N 12 WISN 10/02/12

Start Date

10/21/12

10/28/12

11/04/12

End Date

10/07/12

10/14/12

11/02/12

-TWTF--

-TWTF--

-TWTF--

Weekdays

-TWTF--

-TWTF--

News M-F 5a

3

3

3

Spots/Week

2

3

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
		Date Descripti	ion	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Da Week: 10/15/12		Weekdays	Spots/Week	Rate						
Week: 10/22/1		-TWTF -TWTF	2	\$750.00						
Week: 10/29/1		-TWTF	2 2	\$750.00 \$750.00				1		
N 6 WISN 10 Start Da			ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Week: 10/01/12		<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00				1		
Week: 10/08/12		-TWTF	2	\$225.00				1		
Week: 10/15/12	2 10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	2 10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	2 11/04/12	-TWTF	4	\$225.00						
N 7 WISN 10		12 THE CHE	W	12P-1P		:30		NM	8	\$2,400.00
Start Da		<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	42, 100.00
Week: 10/08/12	· <del>-</del>	-TWTF	2	\$300.00						
Week: 10/15/12		-TWTF	2	\$300.00				ı		
Week: 10/22/12 Week: 10/29/12		-TWTF	2	\$300.00						
· · · · · · · · · · · · · · · · · · ·		-TWTF	2	\$300.00						
N 8 WISN 10				M-F 2-3P		:30		NM	10	\$4,000.00
Start Da Week: 10/01/12		<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$400,00						
Week: 10/08/12		-TWTF	2	\$400.00						
Week: 10/15/12		-TWTF	2	\$400.00						
Week: 10/22/12		-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
N 9 WISN 10	/02/12 11/02/	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Da	te End Date	Weekdays	Spots/Week	Rate		.00		1.4141	10	\$5,000.00
Week: 10/01/12		-TWTF	2	\$500.00				- 1		
Week: 10/08/12		-TWTF	2	\$500.00						
Week: 10/15/12		-TWTF	2	\$500.00						
Week: 10/22/12		-TWTF	2	\$500.00						
Week: 10/29/12		-TWTF	2	\$500.00						
N 10 WISN 10				4P-5P		:30		NM	10	\$6,000.00
Start Da Week: 10/01/12		<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12		-TWTF	2 2	\$600.00						
Week: 10/15/12		-TWTF	2	\$600.00 \$600.00						
Week: 10/22/12		-TWTF	2	\$600.00						
Week: 10/29/12		-TWTF	2	\$600.00				-		
N 11 WISN 10				5-530pm		.20		- NO.		0440
Start Da		Weekdays	Spots/Week	5-530pm Rate		:30		NM	14	\$14,000.00
Week: 10/01/12		-TWTF	2	\$1,000.00				1		
Week: 10/08/12	· · · · · · · · · · · · · · · · · · ·	-TWTF	3	\$1,000.00						
Manke 4014 Elde	10/04/40	T1.477 (F	^	44 000 0-						

:30

NM

15

\$5,250.00

\$1,000.00

\$1,000.00

\$1,000.00

Rate

\$350.00

\$350.00

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Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

						Spots/				
*Line Ch Star		Date Descript	ion	Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TwTF	Spots/Week	Rate					· ·	
Week: 10/22/12	10/28/12	-TWTF	3 3	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00 \$350.00				l		
N 13 WISN 10/0										
Start Date		Weekdays	Spots/Week	6-630pm Rate		:30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				Ī		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
N 14 WISN 10/02			6a	6-7A		:30		NM	15	\$15,000.00
Start Date Week: 10/01/12		<u>Weekdays</u>	Spots/Week	Rate					10	Φ13,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF -TWTF	3	\$1,000.00						
Week: 10/22/12	10/21/12	-TWTF	3 3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00 \$1,000.00				ľ		
N 15 WISN 10/02										
Start Date	End Date	Weekdays	nent Tonight Spots/Week	630p-7pm		:30		NM	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	<u> 2</u>	<u>Rate</u> \$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00				İ		
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00				l.		
N 16 WISN 10/02	:/12 11/02/ <sup>-</sup>	12 Good More	ning America	7-9a		:30		NM	24	204 200 22
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		ININI	21	\$21,000.00
Week: 10/01/12 .	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	4	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	5	\$1,000.00						
N 17 WISN 10/02			5	\$1,000.00						
Start Date	/12			9-10am		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TwTF	Spots/Week 2	<u>Rate</u> \$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
N 18 WISN 10/26	/12 10/26/1	2 2020		Fri 9-10p		:30		3.15.4		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	<b>-</b> 1	11	\$3,000.00						
N 19 WISN 10/08/				Prime Other		:30		NM	5	\$25,000.00
Start Date Week: 10/08/12	End Date	Weekdays	Spots/Week	Rate		- <del>-</del> -		. 4101	J	Φ <b>Ζ</b> Ο,000.00
Week: 10/15/12	10/14/12	1	1	\$5,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$5,000.00				ļ		
Week: 10/29/12	11/04/12	1	T 4	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00 \$5,000.00						
		_	ı	\$5,000.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Ch Start Date End Date Description

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Ad	vertiser			Original Da	ite / Revi	sion
De	Democratic Senatorial Ca				2 / 08	/13/12
Start/End Time	Days	Spots/ Length Week	Rate	TypeS	Spots	Amount
Rate						
Mon 9-10p <u>Rate</u> \$4,000.00 \$4,000.00		:30		NM	2	\$8,000.00
10-1035p <u>Rate</u> \$600.00 \$600.00 \$600.00		:30		NM	5	\$3,000.00

	Statuting Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
N 20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 2	00 000 00
Start Date End Date Weekdays Spots/Week		.00	NM 2	\$8,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
N 21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NIM G	<b>***</b> • • • • • • • • • • • • • • • • • •
Start Date End Date Weekdays Spots/Week	•	.50	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00		•	
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00		:	
	· - ·  -  -  -  -	:30	NM 1	\$6,500.00
101 1. 10100110			l	
	\$6,500.00			
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		•	+-,000.00
Week: 10/01/12 10/07/121- 1	\$500.00			
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00		į.	
Week: 10/29/12 11/04/121- 1	\$500.00			
N 24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30		
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 4	\$800.00
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00		1	
	·······			
	6-630pm	:30	NM 5	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate			
Week: 10/08/12 10/14/121- 1	\$700.00			
•	\$700.00			
•	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
N 26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			\$5,000.00
Week: 10/01/12	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
N 27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	-20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 2	\$1,000.00
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
N 28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM 2	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		i	

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start				Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u>						
Week: 10/15/12	10/21/12		0	\$1,000.00 \$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
N 29 WISN 10/06	<del></del>	12 ABC Prime	e College Footbal			:30				****
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00				Ī		
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
N 30 WISN 10/13				7-9am		:30		NM	4	\$1,800.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	Rate				- 1		
Week: 10/15/12	10/14/12	1-	1	\$450.00 \$450.00						
Week: 10/22/12	10/28/12	1 <del>-</del>	1	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00				Ī		
N 31 WISN 10/07	/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	PR 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		IAIAI	ຍ	\$8,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	- <del>-</del> 1	1	\$1,600.00				- 1		
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,600.00						
Week: 10/29/12	10/28/12 11/04/12	<b></b> 1 1	1	\$1,600.00						
N 32 WISN 10/14			0114000014	\$1,600.00						
Start Date	/12 11/04/ <sup>.</sup> End Date	12 Late News Weekdays	SU 1030PM Spots/Week	1030p-11p		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	<u> </u>	<u>Rate</u> \$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00				1		
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
N 33 WISN 10/14				458-6AM		:30		NM	4	\$800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	Rate				i		
Week: 10/15/12	10/14/12	1	1	\$200.00 \$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
N 34 WISN 10/07/	/12 11/04/1	2 News Sun	530pm	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	J	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$500.00						
Week: 10/29/12	11/04/12	1 1	1	\$500.00 \$500.00						
N 35 WISN 10/07/			<u> </u>			-00			_	
Start Date	End Date	Weekdays	Spots/Week	6-7a Rate		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				į		
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
N 36 WISN 10/21/	12 10/21/1	2 Once		Sun 7-8p		:30		NM	1	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

	_					Spots/				
*Line Ch Start		· · · · · · · · · · · · · · · · · · ·		Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> <b>-</b> 1	Spots/Week 1	<u>Rate</u> \$2,500.00						
N 37 WISN 10/07	/12 11/04/	12 News Sun	7-9a	7-9am		:30		MM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					·	42,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	<del>-</del> 1	1	\$400.00						
Week: 10/22/12	10/28/12	<del>-</del> 1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
N 38 WISN 10/14 Start Date	/12 11/04/ End Date		With George Ste			:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00				į		
Week: 10/15/12	10/21/12		o O	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00				ŀ		
Week: 10/29/12	11/04/12	1	1	\$1,000.00				- 1		
N 39 WISN 10/09	/12 10/23/	12 DanceRes	ults	Tue 7-8p		:30		NM	2	\$10,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					••	Ψ10,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
N 40 WISN 10/02		12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays -1	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-1	1	\$2,500.00 \$2,500.00						
N 41 WISN 10/02									_	
Start Date	End Date	Weekdays	Spots/Week	Tue 9-10p Rate		:30		NM	3	\$6,600.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00				- 1		
Week: 10/08/12	10/14/12		0	\$0.00				1		
Week: 10/15/12	10/21/12	-1	1	\$2,200.00				i		
Week: 10/22/12	10/28/12		0	\$0.00				ı		
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16		12 HappyEnd		Tue 8-9p		:30		NM	3	\$9,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-1 -1	1	\$3,000.00						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00 \$3,000.00				1		
N 43 WISN 10/27			oth -11 C #0							
Start Date	End Date	Weekdays	otball Game #2 Spots/Week	230p-6p Rate		:30		NM	1	\$7,000.00
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
N 44 WISN 11/03	/12 11/03/	12 ABC Prime	College Footbal	7-1030p		:30		NM	2	\$2 <b>600 00</b>
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	~	\$2,600.00
Week: 10/29/12	11/04/12	2-	2	\$1,300.00						
N 45 WISN 10/28	/12 10/28/	12 Sun 9-930/	4	9-930A		:30		NM	2	\$450.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7.00.00
Week: 10/22/12	10/28/12	2	2	\$225.00						
N 46 WISN 10/22			•	2-3pm/1-2p		:30		NM	1	\$350.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	Rate						
<del></del>		_	· · · · · · · · · · · · · · · · · · ·	\$350.00						
N 47 WISN 11/06	riz 11/06/1	ı∡ Generai Ho	spitai	2-3pm/1-2p		:30		NM	1	\$350.00

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	939457 /	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

					_	Spots/	_			
*Line Ch Start		· · · · · · · · · · · · · · · · · · ·		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00						
N 48 WISN 10/15	/12 11/05/	12 Late News	10PM	10-1030p		:30		NM	4	\$6,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	<u> </u>	\$1,600.00						
N 49 WISN 10/15 Start Date	/12 11/05/ <sup>-</sup> End Date		Spots/Week	10-11am		:30		MM	4	\$2,000.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	<u>50015/44eek</u>	<u>Rate</u> \$500.00				i		
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00				]		
N 50 WISN 11/06	/12 11/06/	12 The View		10-11am		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 11/05/12	11/11/12	-1	1	\$500.00						
N 51 WISN 10/15		12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$225.00						
Week: 11/05/12	11/04/12	1	1	\$225.00 \$225.00				•		
N 52 WISN 10/29			I			.20		- L11.0		04.000.00
Start Date	/12 11/05/ End Date	12 3-4p <u>Weekdays</u>	Spots/Week	3-4p Rate		:30		NM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
N 53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 11/05/12	11/11/12	-1	1	\$500.00						
N 54 WISN 10/29				4P-5P		:30		MM	2	\$1,200.00
Start Date Week: 10/29/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/04/12 11/11/12	1	1	\$600.00 \$600.00						
		12 News M-F	· · · · · · · · · · · · · · · · · · ·			.00		N. 1. 4		04.000.00
N 55 WISN 10/15 Start Date	End Date	Weekdays	Spots/Week	5-530pm Rate		:30		MM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	11	\$1,000.00						
N 56 WISN 10/15		12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$350.00						
		T	1	\$350.00		<b>.</b>				
N 57 WISN 10/08		12 News M-F Weekdays	6p Spots/Week	6-630pm		:30		NM	5	\$6,000.00
Start Date Week: 10/08/12	End Date 10/14/12	1	<u>Spots/vveek</u> 1	<u>Rate</u> \$1,200.00						
		_	•	+ .   2 3 3 3 3				1		

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08/03/12 / 08/13/12

350

\$321,650.00



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 /	Alt Order # 06262067			
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533			
Advertiser	Or	Original Date / Revision			

Totals

*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12		11	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12		1	\$1,200.00						
N 58 WISN 10/15				6-7A		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						7 1,000.00
	10/21/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12		1	\$1,000.00						
Week: 10/29/12 Week: 11/05/12	11/04/12	I=	1	\$1,000.00						
-	11/11/12	1	1	\$1,000.00						
N 59 WISN 11/06			**	6-7A		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						**,******
	11/11/12	-1	1	\$1,000.00				[		
N 60 WISN 10/22			nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	Weekdays	Spots/Week	Rate						1-,000,00
Week: 10/22/12 Week: 10/29/12	10/28/12	T	1	\$850.00						
Week: 10/29/12 Week: 11/05/12	11/04/12	T	1	\$850.00						
	11/11/12		1	\$850.00						
N 61 WISN 10/08/			ning America	7-9a		:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date	Weekdays	Spots/Week	Rate						, ,,,,,,,,,,
Week: 10/15/12	10/14/12	1	1	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	T	1	\$1,000.00						
Week: 10/29/12	10/28/12	T	1	\$1,000.00				ı		
Week: 11/05/12	11/04/12 11/11/12	T	1	\$1,000.00						
		1	11	\$1,000.00						
N 62 WISN 11/06/			ning America	7 <b>-</b> 9a		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				Ī		, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	11/11/12	-1	1	\$1,000.00						
N 63 WISN 10/15/				9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/15/12 Week: 10/22/12	10/21/12	T	1	\$450.00				ı		
Week: 10/22/12 Week: 10/29/12	10/28/12	T <del>-</del>	1	\$450.00				1		
Week: 11/05/12	11/04/12 11/11/12	1	1	\$450.00						
vveek, 11/05/12	11/11/12	1	1	\$450.00						

Democratic Senatorial Ca

Time Period # of Spots Gross Amount Net Amount 10/01/12 -10/28/12 249 \$231,950.00 \$197,157.50 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 350 \$321,650.00 \$273,402.50

Signature: Date:	
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## TERMS AND STANOARD CONDITIONS FOR PURCHASE OF BROADCAST AOVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. DMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

#### S. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

#### 8. CONSEQUENTIAL OAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

#### 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

- (b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.
- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Product Code

53

Advertiser Ref

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

CONTRACT

P

Contract / Revision Alt Order # 939457 06262067 1 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision **Democratic Senatorial Campaign Committee** 09/18/12 / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling <u>Demographic</u>

Advertiser Code

49

Adults 35+

Agency Ref

IDB#

8091

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350,00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 15 \$24,000.00 **End Date** Weekdays Start Date Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF-2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM \$7,000.00 14 Start Date **End Date** Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--\$500.00 4 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5 \$4,750.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/01/12 10/07/12 \$950.00 -TWTF--Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Niahtline 11p-1130p :30 NM 8 \$6,000.00 Weekdays Spots/Week Start Date **End Date** Rate Week: 10/01/12 10/07/12 -TWTF--1 \$750.00 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 / 1 759 N. 19th Street Milwaukee, WI 53233 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

<u>Advertiser</u>	Original Date / Revision					
Democratic Senatorial Ca	09/18/12 / 09/18/12					

						Spots/				
*Line Ch Start I	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02/			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/	/12 11/02/ <sup>-</sup>	12 THE CHEV	V	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	V=,
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00		· · · · · ·				
8 WISN 10/02/			URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week; 10/01/12 Week; 10/08/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	2 2	\$400.00 \$400.00				- 1		
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/				3-4p		:30	·	NM	10	<b>\$5,000,00</b>
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				1		
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/		12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00				1		
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	2	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2 2	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00				1		
11 WISN 10/02/				5-530pm		:30		NM	1.4	£14.000.00
Start Date		Weekdays	Spots/Week	Rate		.50		INIVI	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week; 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02				5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00				l		

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Contract / Revision Alt Order # 939457 / 1 06262067

Contract Dates **Product** Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02				6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	3	\$1,200.00				- 1		
Week: 10/13/12	10/21/12	-TWTF	3 3	\$1,200.00 \$1,200.00						
Week: 10/22/12	11/04/12	-TWTF	3	\$1,200.00				- 1		
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						
Week: 10/01/12	10/01/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/12/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			nent Tonight	630p-7pm		:30		NM	12	\$40,200,00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02	/12 11/02/	12 Good Mor	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00				- [		
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02 <i>/</i> 1	12 LIVE WITI	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26				Fri 9-10p		:30		NM	1	\$3,000.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,000.00						
19 WISN 10/08	/12 11/05/	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						,
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00				1		

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Contract / Revision Alt Order# 939457 06262067

Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ e Days Length Week Rate	Type Spots	A
	s/Week Rate	Days Length Week Nate	Type Spots	Amount
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M: :30 \$5.000.00	NM.	
See MG 19.6			1414)	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: :30 \$5,000.00	NM	
→ MG for 19.3 10/22		70,000.00		
Week: 10/29/12 11/04/12 1	1 \$5,000.00			
Week: 11/05/12 11/11/12 1	1 \$5,000.00			
N 20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
	s/Week Rate	,==	7 110.	Ψ+,Φ00.00
Week: 10/22/12 10/28/12 1	1 \$4,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 10/22/12-10/28/12 Castle	Mon 9-10p	M <b></b> :30 \$4,000.00	NM	
Credited			i	
Week: 10/29/12 11/04/12 1	1 \$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pt	m 10-1035p	:30	NM 5	\$3,000.00
	s/Week Rate			
Week: 10/01/12	1 \$600.00			
	1 \$600.00			
Week: 10/15/12 10/21/121- Week: 10/22/12 10/28/121-	1 \$600.00			
Week: 10/29/12 10/26/121-	1 \$600.00			
	1 \$600.00			
22 WISN 10/13/12 10/13/12 College Football G	• • •	:30	NM 1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots</u> Week: 10/08/12 10/14/121-	<u>s/Week</u> <u>Rate</u> 1 \$6,500.00			
	6-630pm s/Week Rate	:30	NM 5	\$2,500.00
Week: 10/01/12 10/07/121-	<u>s/vveek</u> <u>Rate</u> 1 \$500.00			
Week: 10/08/12 10/14/121-	1 \$500.00			
Week: 10/15/12 10/21/121-	1 \$500.00			
Week: 10/22/12 10/28/121-	1 \$500.00			
Week: 10/29/12 11/04/121-	1 \$500.00		1	
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NIM 4	0000
	s/Week Rate	.30	NM 4	\$800.00
Week: 10/08/12 10/14/121-	1 \$200.00			
Week: 10/15/12 10/21/121-	1 \$200.00			
Week: 10/22/12 10/28/121-	1 \$200.00			
Week: 10/29/12 11/04/121-	1 \$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Spots	s/Week Rate			40,000,00
Week: 10/01/12 10/07/121-	1 \$700.00			
Week: 10/08/12 10/14/121-	1 \$700.00			
Week: 10/15/12 10/21/121-	1 \$700.00			
Week: 10/22/12 10/28/121-	1 \$700.00			
Week: 10/29/12 11/04/121-	1 \$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
	Week Rate			,
	1 \$600.00			
	1 \$600.00			
Week: 10/15/12 10/21/121-	1 \$600.00		1	

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 1 06262067

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start [	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12 Week: 10/29/12	10/28/12	1 <b>-</b> 1-	1	\$600.00						
<del></del>	11/04/12	*****	1	\$600.00						
27 WISN 10/20/ Start Date	12 11/03/1 End Date	12 SA 630-7p	Snoto (Maste	630p-7p		:30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/22/12	10/28/12		ò	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13/	12 10/27/1	12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,,,,,,,,,
Week: 10/08/12 Week: 10/15/12	10/14/12	<b>-1-</b>	1	\$1,000.00						
Week: 10/13/12	10/21/12 10/28/12	1-	0	\$0.00 \$1,000.00						
PANAL C			O-11 F111						_	_
29 WISN 10/06/ Start Date	End Date	i∠ ABC Prime <u>Weekdays</u>	College Footbal Spots/Week	7-1030p Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00				l		
30 WISN 10/13/	12 11/03/1	2 News Sat 7	-9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						.,
Week: 10/08/12	10/14/12	<del></del> 1-	1	\$450.00				•		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1- 1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00 \$450.00						
31 WISN 10/07/			1000	·		.00				
Start Date	End Date	Weekdays	Spots/Week	10p-1030p Rate		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	<u>1</u>	1	\$1,600.00						
Week: 10/08/12	10/14/12	<b>-1</b>	1	\$1,600.00				İ		
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/				1030p-11p		:30		NM	4	\$3,800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$950.00						
Week: 10/15/12	10/14/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/	12 11/04/1	2 Su 458-6a		458-6AM		:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					·	0200.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	<b></b> 1	1	\$200.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$200.00						
	***		1	\$200.00				4.15		
34 WISN 10/07/ Start Date	12 11/04/1 End Date	2 News Sun 5 Weekdays	Spots/Week	530-6p Rate		:30		NM	5	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						

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Credited

Contract / Revision Alt Order # 939457 / 1 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 09/18/12 / 09/18/12

						Spo	nts/			
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length We		Type S	Spots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00						
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		TAIVI	3	Ψ2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	<del></del> 1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00				*		
36 WISN 10/21				Sun 7-8p		:30		NM	1	\$2,500.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate						
			11	\$2,500.00						
37 WISN 10/07/				7-9am		:30		NM	5	\$2,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/17/12	1	1	\$400.00 \$400.00						
Week: 10/05/12	10/21/12	1	1	\$400.00 \$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	<b></b> 1	1	\$400.00						
38 WISN 10/14/		This Week	With Coarse Ct							
Start Date	End Date	Weekdays	With George Ste Spots/Week			:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	1	1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12		o O	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/	12 10/23/1	l2 DanceResu	lts	Tue 7-8p		:30		NM	2	£10.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	2	\$10,000.00
Week: 10/08/12	10/14/12	<del>-</del> 1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/	12 10/09/1	2 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1	_	Ψ5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02/		2 PrivatePrac	tice	Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	+ 11.00.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
Spot Ch Dat		Description		Start/End Time	Weekday		<u>Rate</u>	<u>Type</u>		
2 VVISIV 10/ Credited	15/12-10/21/	12 PrivatePrac	tice	Tue 9-10p	-Tu <b>-</b>	:30	<del>\$2,200.00</del>	NM		
Week: 10/22/12	10/28/12		0	e0 00						
Week: 10/29/12	11/04/12	-1 <del>-</del>	1	\$0.00 \$2,200.00				•		
N 42 WISN 10/16/			•							
		∠ HappyEnd <u>Weekdays</u>	SpoteAMoot	Tue 8-9p		:30		NM	2	\$6,000.00
Week: 10/15/12	10/21/12	-1	Spots/Week 1	<u>Rate</u> \$3,000.00						
	te Range	Description	· ·	Start/End Time	Weekday	s <u>Length</u>	Rate	Time		
		12 HappyEnd		Tue 8-9p	-Tu		\$3,000.00	<u>Type</u> NM		
Credited	-	, , , , , , , , , , , , , , , , , , ,				.50	<del>\$0,000.00</del>	14141		

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Contract / Revision Alt Order# 939457 06262067 / 1

**Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 09/18/12 / 09/18/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeSpo	ts	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$3,000.00				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2		:30	NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	•	\$7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footb.  Start Date End Date Weekdays Spots/Week		:30	NM	2	\$2,600.00
Week: 10/29/12 11/04/122- 2	<u>Rate</u> \$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2			1		
	\$225.00				
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	:30	NM	1	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00				
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM		<b>*</b> C 100 00
Start Date		.30	EAIAI	4	\$6,400.00
Week: 10/15/12 10/21/12 1 1	\$1,600.00				
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$1,600.00 \$1,600.00				
Week: 11/05/12 11/11/12 1 1	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	4	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1.4,7,1	•	Ψ2,000.00
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$500.00 \$500.00				
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	Rate				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	\$500.00 M-F 11A-12P	.00			
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	4	\$900.00
Week: 10/15/12 10/21/12 1 1	\$225.00				
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00 \$225.00				
52 WISN 10/29/12 11/05/12 3-4p	3-4p	•30	NIM	2	£4 500 00
Start Date	Rate	:30	NM	2	\$1,000.00
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
53 WISN 11/06/12 11/06/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p <u>Rate</u>	:30	NM	1	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00				
54 WISN 10/29/12 11/05/12 DR. OZ	4P-5P	:30	NM	2	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	Rate				
Week: 10/29/12 11/04/12 1 1	\$600.00		l		

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Contract / Revision Alt Order # 939457 06262067 / 1 Contract Dates **Product** Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Original Date / Revision Advertiser Democratic Senatorial Ca 09/18/12 / 09/18/12

Spots/

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days l	_ength Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00						····
55 WISN 10/15	/12 11/05/	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00				İ		
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08			•	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week; 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,200.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1 1	1	\$1,200.00 \$1,200.00				İ		
			I .							
58 WISN 10/15				6-7A		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06	/12 11/06/	12 News M-F	6a	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22	/12 11/05/	12 Entertainn	nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week; 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08			ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week; 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06			ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u> -1	Spots/Week	Rate						
Week: 11/05/12	11/11/12	······································	I	\$1,000.00						
63 WISN 10/15				9-10am		:30		NM	4	\$1,800.00
<u>Start Date</u> Week; 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	Rate				1		
Week: 10/15/12	10/21/12	1	1	\$450.00 \$450.00						
VVCCN. IUIZZIIZ	10/20/12		ı	Ф <del>1</del> 50,00				l		

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	Contract / Revision 939457 /	<u>Alt Order #</u> 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser		Original Date / Revision
Democratic Senatoria	l Ca	09/18/12 / 09/18/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Length Week Rate Type Spots Amount Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Week: 10/29/12 11/04/12 1----\$450.00 Week: 11/05/12 11/11/12 1----\$450.00 347 Totals \$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:		Date:	

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### CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>/ision</u>	1	Alt Order #			
	939457	/ 2	þ	06262067			
Product							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
Advertiser			Orio	inal Date /	Revision		
Democratic Senatorial Ca	am <mark>paign C</mark> om	mittee	10	0/01/12	/ 10/01/12		
	Billing Cycle	Billing	Cale	ndar	Cash/Trade		
	EOM/EOC	Broado	ast		Cash		
	Station	Accour	nt Ex	recutive	Sales Office		
	WISN	Will Hil	debi	randt	HRP -Washingto		
	Special Hand	ing					
	<u>Demographic</u>						
	Adults 35+						
	IDB#	Advert	ser	Code	Product Code		
	8091	49			53		
	Agency Ref			Advertiser	Ref		

Spots/ \*Line Ch Start Date End Date Description Start/End Time Length Week Rate Type Spots Days Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 **End Date** Start Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 2 \$350.00 -TWTF--Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 10-1030p WISN 10/02/12 11/02/12 Late News 10PM .30 NM 15 \$24,000.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/01/12 10/07/12 2 \$1,600.00 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--\$1,600.00 4 Week: 10/15/12 10/21/12 -TWTF--\$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 11/04/12 -TWTF--4 Week: 10/29/12 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am NM :30 14 \$7,000,00 **End Date** Weekdays Spots/Week Start Date Rate Week: 10/01/12 10/07/12 \$500.00 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--\$500.00 WISN 10/02/12 Late News 1030PM 11/02/12 · 30 NM 1030p-11p 5 \$4,750.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--1 \$950.00 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 -TWTF--10/28/12 1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Spots/Week End Date Start Date Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--\$750.00 1 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00

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Contract / Revision Alt Order# 939457 / 2 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start		ate Descripti	on	Start/End Time	Days	Length Week	Rate	Туре S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	2	\$750.00						
Week: 10/22/12	11/04/12	-TWTF -TWTF	2 2	\$750.00 \$750.00						
6 WISN 10/02 Start Date	/12 11/02/ End Date	12 ANDERSO Weekdays	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00				ı		
7 WISN 10/09	/12 11/02/	12 THE CHE	W	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	02,700.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02			_	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2 2	\$400.00 \$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	/12 11/02/	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	10	95,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02			0 ( - 0 0 ( 1 -	4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdaγs</u> −TWTF	Spots/Week 2	<u>Rate</u> \$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02	/12 11/02/	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					• •	011,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3 3	\$1,000.00						
12 WISN 10/02/				\$1,000.00						
Start Date	/12 11/02/ <sup>.</sup> <u>End Date</u>	12 News M-F Weekdays	Spots/Week	5-6A		:30		NM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	<u> </u>	<u>Rate</u> \$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
								i		

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Hearst lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 / 2 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00				Į.		
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02		12 News M-F	•	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00	<u> </u>					
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF	3	\$1,000.00				1		
Week: 10/12/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			······································	630p-7pm		120		NINA	40	#40 DOG 00
Start Date	End Date	Weekdays	nent Tonight Spots/Week	Rate		:30		MM	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00				l		
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02	/12 11/02/	12 Good Mor	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						021,000.00
Week: 10/01/12 .	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/ <sup>-</sup>	12 LIVE WIT	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				ı		
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12 11/04/12	-TWTF	3 4	\$450.00						
Week: 10/29/12		-TWTF	4	\$450.00						
18 WISN 10/26			Carta BAL.	Fri 9-10p		:30		NM	1	\$3,000.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$3,000.00						
						0.5			_	
19 WISN 10/08			Cnoto AMari	Prime Other		:30		NM	5	\$25,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
			•	+0,000.00				L		

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Contract / Revision Alt Order# 939457 / 2 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate		_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
3 WISN 10/22/12-10/28/12 Dancing See MG 19.6	Prime Other	M: :30 <del>\$5,000.00</del>	NM	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5.000.00	NM	
(f) MG for 19.3 10/22	WOII 7 OP	.00 \$0,000.00	1,1,1,1	
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00		1	
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			, = = +
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Түре</u>	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM	
Credited Week: 10/29/12 11/04/12 1 1	\$4,000.00			
		0.0	315.4	
21 WISN 10/06/12 11/03/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00		1	
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00		1	
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/08/12 10/14/121- 1	\$6,500.00			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/01/12         10/07/12        1-         1	Rate		1	
Week: 10/08/12 10/14/121- 1	\$500.00 \$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00		l	
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate			4000.00
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121 1	\$200.00		l l	
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00		1	
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00		•	
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	• •	1	
Week: 10/01/12 10/07/121 1	\$600.00		j	
Week: 10/08/12 10/14/121- 1	\$600.00		j	
Week: 10/15/12 10/21/121- 1	\$600.00			

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Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 2 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start i	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekda <u>ys</u>	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20/	12 11/03/	12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/15/12	10/21/12	1-	1	\$500.00				1		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13/	/12 10/27/ <sup>-</sup>	12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06/	/12 10/20/	12 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1-	1	\$1,000.00				i		
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/	/12 11/03/	12 News Sat 7	7-9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07	/12 11/04/ <sup>-</sup>	12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				l l		
Week: 10/01/12	10/07/12	1	1	\$1,600.00				- 1		
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14		12 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$950.00				1		
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14	/12 11/04/ <sup>-</sup>			458-6AM		:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07			•	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week; 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00				ļ		
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	T	1	\$500.00				1		

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Contract / Revision Alt Order# 939457 / 2 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

					Spot	s/			
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days Length Wee	k Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					
Week: 10/29/12	11/04/12	1	1	\$500.00					
35 WISN 10/07/	/12 11/04/1	12 Sun GMA		6-7a	:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/01/12	10/07/12	1	1	\$400.00					
Week: 10/08/12	10/14/12	l	1	\$400.00					
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$400.00 \$400.00					
Week: 10/22/12	11/04/12	1	1	\$400.00 \$400.00					
-					.00		313.4	4	
36 WISN 10/21/			Snoto Malack	Sun 7-8p	:30		NM	1	\$2,500.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$2,500.00					
37 WISN 10/07/			7.02	7-9am	:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.30		1/1/11	ິນ	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00					
Week: 10/08/12	10/14/12	1	1	\$400.00					
Week: 10/15/12	10/21/12	1	1	\$400.00					
Week: 10/22/12	10/28/12	1	1	\$400.00					
Week: 10/29/12	11/04/12	1	1	\$400.00					
38 WISN 10/14/	/12 11/04/	12 This Week	With George Ste	ep930-1030am	:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			1		
Week: 10/08/12	10/14/12	1	11	\$1,000.00					
Week: 10/15/12	10/21/12		0	\$0.00					
Week: 10/22/12 Week: 10/29/12	10/28/12	1	0	\$0.00					
	11/04/12		<u> </u>	\$1,000.00					_
39 WISN 10/09/				Tue 7-8p	:30		NM	2	\$10,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$5,000.00					
Week: 10/15/12	10/21/12		o O	\$0.00					
Week: 10/22/12	10/28/12	-1	1	\$5,000.00					
N 40 WISN 10/02	/12 10/09/	12 HappyEnd		Tue 8-9p	:30		NM	2	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.00		''''	-	Ψ0,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00					
Spot Ch Da	<u>ite Range</u>	Description	<u>1</u>	Start/End Time	Weekdays Length	Rate	<u>Туре</u>		
1 WISN 10		/12 HappyEnd		Tue 8-9p	-Tu: :30	\$ <del>2,500.00</del>	NM		
See MG 4		// DIAMO D				** #** **			
3 WISN 10		/12 DWTS Res	suits	Tue 8-9p	-Tu :30	\$2,500.00	NM		
MG for 40. Week: 10/08/12	10/02	-1	1	\$2,500.00					
-					-00			•	
41 WISN 10/02 Start Date	/12 10/30/ <sup>-</sup> End Date	12 PrivatePrac Weekdays	Spots/Week	Tue 9-10p Rate	:30		NM	2	\$4,400.00
Week: 10/01/12	10/07/12	-1	<u>5001374466K</u>	\$2,200.00					
Week: 10/08/12	10/14/12		0	\$0.00					
Week: 10/15/12	10/21/12	-1	1	\$2,200.00					
Spot Ch Da	ite Range	Description	<u>1</u>	Start/End Time	Weekdays Length	<u>Rate</u>	Туре		
2 WISN 10	/15/12-10/21	/12 PrivatePra	ctice	Tue 9-10p	-Tu :30	\$2,20 <del>0.00</del>	NM		
Credited									
Week: 10/22/12	10/28/12		0	\$0.00					
Week: 10/29/12	11/04/12	-1	1	\$2,200.00					
							-		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Tuno C	nata	A
42 WISN 10/16/12 10/30/12 HappyEnd			TypeS		Amount
Start Date End Date Weekdays Spots/Week		:30	NM	2	\$6,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$ <del>3,000.00</del>	NM		
Credited	**				
Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2		:30	NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footb  Start Date End Date Weekdays Spots/Week	•	:30	NM	2	\$2,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/122- 2	<u>Rate</u> \$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A Rate	:30	NM	2	\$450.00
Week: 10/22/12 10/28/122 2	\$225.00		Ī		
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	.20			
Start Date End Date Weekdays Spots/Week		:30	NM	1	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00				
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	2124		20.50.00
Start Date End Date Weekdays Spots/Week		.30	NM	1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM	4	ge 400 00
Start Date End Date Weekdays Spots/Week			'''''	7	\$6,400.00
Week: 10/15/12 10/21/12 1 1	\$1,600.00				
Week: 10/22/12 10/28/12 1 1	\$1,600.00				
Week: 10/29/12 11/04/12 1 1	\$1,600.00				
Week: 11/05/12 11/11/12 1 1	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	4	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				1-,100.00
Week: 10/15/12 10/21/12 1 1	\$500.00		1		
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$500.00				
	\$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER					
Start Date End Date Weekdays Spots/Week	M-F 11A-12P	:30	NM	4	\$900.00
Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$225.00				
Week: 10/22/12 10/28/12 1 1	\$225.00				
Week: 10/29/12 11/04/12 1 1	\$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00				
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NM	2	£1 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	1,4161	2	\$1,000.00
Week: 10/29/12 11/04/12 1 1	\$500.00		1		
Week: 11/05/12 11/11/12 1 1	\$500.00				
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NM	1	\$500.00
,	•	.=+	, 4181 I	'	\$500.00

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contrad for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 2 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Print Date 10/01/12

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00			A. 1100-1101-100-1			
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate					-	Ψ1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00				ŀ		
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15	/12 11/05/	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$1,000.00						
	11/11/12	1	i I	\$1,000.00						
56 WISN 10/15				5-6A		:30		NM	4	\$1,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$350,00						
Week: 10/13/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08	/12 11/05/	12 News M-F	6n	6-630pm		:30		NM	e.	#C CCC CC
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVI	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00				- 1		
Week: 10/15/12	10/21/12	1	1	\$1,200.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15	/12 11/05/	12 News M-F	6а	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,000.00						
			-	\$1,000.00						
59 WISN 11/06				6-7A		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
60 WISN 10/22 Start Date	/12 11/05/ <sup>-</sup> <u>End Date</u>	ı∠ Enteπainm Weekdays	ent Tonight Spots/Week	630p-7pm Rate		:30		NM	3	\$2,550.00
Week: 10/22/12	10/28/12	1	<u> </u>	<u>Rate</u> \$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08	/12 11/05/	12 Good Morr	ino America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		''''	J	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00				l		
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06			ing America	7-9a		:30		NM	1	\$1,000.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	Rate						
VVCCR. II/UJ/12	11/11/12	-1	ı	\$1,000.00				1		

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	Contract / Revision	Alt Order #	
	9 <b>3</b> 9457 / 2	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	
Advertiser	0	riginal Date / Revision	

Spots/

Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
63 WISN 10/15	712 11/05/	12 LIVE WITH	HKELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
						T-4-1	_		247	6340 450 00

\$312,450.00 Totals

10/01/12 / 10/01/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature: Date:
------------------

# CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 06262067 939457 3 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Original Date / Revision <u>Advertiser</u> Democratic Senatorial Campaign Committee 10/03/12 / 10/03/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Product Code Advertiser Code 8091 53 Agency Ref Advertiser Ref

	Spots/		
Start/End Time	Days Length Week Rate	Type Spots	Amount
2-3pm/1-2p	:30	NM 1	0 \$3,500.00
<u>ek Rate</u>			
\$350.00			
\$350.00		- 1	
\$350.00			
\$350.00			
\$350.00		l	
10-1030p	:30	NM 1:	5 \$24,000.00
<u>ek</u> <u>Rate</u>			,
\$1,600.00			
\$1,600.00			
\$1,600.00		1	
\$1,600.00		•	
\$1,600.00			
10-11am	:30	NM 1	4 \$7,000.00
<u>ek</u> <u>Rate</u>		l	,
• -			
\$500.00			
\$500.00			
\$500.00			
1030p-11p	:30	NM	5 \$4,750.00
<u>ek</u> <u>Rate</u>			
\$950.00			
\$950.00			
\$950.00			
11p-1130p	:30	NM	8 \$6,000.00
<u>ek</u> <u>Rate</u>		Į.	•
\$750.00			
	2-3pm/1-2p ek Rate \$350.00 \$350.00 \$350.00 \$350.00 \$350.00  10-1030p ek Rate \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00 \$1,000.00	Start/End Time   Days   Length   Week   Rate	Start/End Time   Days   Length   Week   Rate   Type Spots

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

						Spots/				
*Line Ch Start			on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2 2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00 \$750.00				İ		
6 WISN 10/02		****								
Start Date	End Date	Weekdays	ON COOPER Spots/Week	M-F 11A-12P		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	<u> </u>	<u>Rate</u> \$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	/12 11/02/	12 THE CHE	W	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					J	V2, 100.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00				1		
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02				M-F 2-3P		:30		NM	10	\$4,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2 2	\$400.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$400.00 \$400.00				l		
Week: 10/13/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02				3-4p		:30		NM	40	#E 000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IMIM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				l		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02		12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, ,
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWT F	2	\$600.00						
Week: 10/15/12	10/14/12	-TWTF -TWTF	2 2	\$600.00				1		
Week: 10/13/12 Week: 10/22/12	10/28/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/				5-530pm	******	:30		NM	4.4	644.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/				5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$350.00						
**CCK. 10/00/12	10/14/12	-TWTF	3	\$350.00				1		

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Contract / Revision Alt Order# 06262067 939457 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

						Spots/				
	Start Date End D	Date Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start E</u> Week: 10/15/		Weekdays	Spots/Week	Rate						
Week: 10/15/		-TWTF -TWTF	3	\$350.00						
Week: 10/22/		-TWTF	3 4	\$350.00 \$350.00						
13 WISN 1		***************************************			·					
Start E		12 News M-F Weekdays	Spots/Week	6-630pm Rate		:30		NM	14	\$16,800.00
Week: 10/01/		-TWTF	2	\$1,200.00						
Week: 10/08/	12 10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/	12 10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/		-TWTF	3	\$1,200.00				l		
Week: 10/29/	12 11/04/12	-TWTF	3	\$1,200.00						
14 WISN 1	0/02/12 11/02/	12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start C		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						4.0,00.00
Week: 10/01/		-TWTF	2	\$1,000.00						
Week: 10/08/		-TWTF	3	\$1,000.00						
Week: 10/15/		-TWTF	3	\$1,000.00						
Week: 10/22/ Week: 10/29/		-TWTF	3	\$1,000.00						
		-TWTF	4	\$1,000.00						
15 WISN 1			nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
<u>Start D</u> Week: 10/01/		<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$850.00						
Week: 10/08/		-TWTF	2	\$850.00						
Week: 10/15/		-TWTF	3	\$850.00						
Week: 10/22/		-TWTF	2	\$850.00						
Week: 10/29/		-TWTF	3	\$850.00						
16 WISN 1		12 Good Mor	ning America	7-9a		:30		NM	21	#04 000 00
Start D		Weekdays	Spots/Week	Rate		.50		IAIAI	21	\$21,000.00
Week: 10/01/	12 10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/	12 10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/		-TWTF	4	\$1,000.00						
Week: 10/22/		-TWTF	5	\$1,000.00						
Week: 10/29/	12 11/04/12	-TWTF	5	\$1,000.00						
17 WISN 1	0/02/12 11/02/	12 LIVE WIT	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start D		<u>Weekdays</u>	Spots/Week	Rate						, ,
Week: 10/01/		-TWTF	2	\$450.00						
Week: 10/08/		-TWTF	2	\$450.00				- 1		
Week: 10/15/1 Week: 10/22/1		-TWTF	3	\$450.00				- 1		
Week: 10/29/		-TWTF -TWTF	3 4	\$450.00 \$450.00				1		
		***************************************	+							
18 WISN 19 Start D		12 2020 Weekdays	Spots/Week	Fri 9-10p		:30		NM	1	\$3,000.00
Week: 10/22/1		1	<u> </u>	<u>Rate</u> \$3,000.00						
19 WISN 1			•		···	•20		, 1k z	_	COE 000 00
Start D		Weekdays	Spots/Week	Prime Other Rate		:30		NM	5	\$25,000.00
Week: 10/08/1		1	1	\$5,000.00						
Week: 10/15/1	12 10/21/12	1	1	\$5,000.00						
Week: 10/22/1	12 10/28/12	1	1	\$5,000.00						

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Contract / Revision Alt Order# 939457 06262067 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	M <b></b> :30 \$5,000.00	NM	
See MG 19.6				
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M <b></b> :30 \$5,000.00	NM	
⊕ MG for 19.3 10/22				
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			41,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M:30 \$4,000.00	NM	
Credited Week: 10/29/12 11/04/12 1 1	\$4,000,00			
	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate			
Week: 10/08/12 10/14/121- 1	\$600,00 \$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	·····	.00		
Start Date End Date Weekdays Spots/Week	230p-6p Rate	:30	NM 1	\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NINA 5	00 500 00
Start Date End Date Weekdays Spots/Week	Rate	.00	NM 5	\$2,500.00
Week: 10/01/12 10/07/121- 1	\$500.00			
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00		İ	
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	,,,,		\$600.00
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00		į.	
Week: 10/22/12 10/28/121- 1	\$200.00		İ	
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Spots/Week	Rate			77,000.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00		i	
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate			
Week: 10/08/12 10/14/121- 1	\$600.00 \$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
	ψ000.00		l l	

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

With the Charles	D . E					Spots/	- 101			
*Line Ch Start		· · · · · · · · · · · · · · · · · · ·		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays	Spots/Week	<u>Rate</u> \$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20				630p-7p		:30			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13				630-7p		:30		NM	2	\$2,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12		Ó	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00				l		
29 WISN 10/06	/12 10/20/	12 ABC Prime	College Footbal			:30		NM	3	#2 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00				ŀ		
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13 Start Date				7-9am		:30		NM	4	\$1,800.00
Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00				1		
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07	/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				, , , ,	3	φο,ουο.ου
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$1,600.00						
Week: 10/12/12	10/21/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/		2 Late News	SU 1030PM	1030p-11p		•20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	1	\$950.00				ĺ		
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/				458-6AM		:30		NM	4	\$800.00
<u>Start Date</u> Week: 10/08/12	<u>End Date</u> 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/	12 11/04/1	2 News Sun 5	30pm	530-6p		:30		NM	5	\$2 500 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1 4141	J	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00				ĺ		
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$500.00						
7700m. 10122112	10120112	<b>-</b> 1	ı	\$500.00				1		

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Hearst television for the sold discriminate in the select advertising time and will account a contract.



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

					Spo	ots/			
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days Length We	ek Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00				-	
35 WISN 10/07	/12 11/04/	12 Sun GMA	······································	6-7a	:30		NM	5	<b>#2.000.00</b>
Start Date	End Date	Weekdays	Spots/Week	Rate	.00		14141	J	\$2,000.00
Week: 10/01/12	10/07/12	<del></del> 1	1	\$400.00					
Week: 10/08/12	10/14/12	1	1	\$400.00					
Week: 10/15/12	10/21/12	1	1	\$400.00					
Week: 10/22/12	10/28/12	<b>-</b> 1	1	\$400.00					
Week: 10/29/12	11/04/12	1	1	\$400.00					
36 WISN 10/21	/12 10/21/1	12 Once		Sun 7-8p	:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					7-,200.00
Week: 10/15/12	10/21/12	<del></del> 1	1	\$2,500.00					
37 WISN 10/07		12 News Sun 7	-9a	7-9am	:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					.=,
Week: 10/01/12	10/07/12	1	1	\$400.00					
Week: 10/08/12	10/14/12	<b></b> 1	1	\$400.00					
Week: 10/15/12	10/21/12	<b></b> 1	1	\$400.00					
Week: 10/22/12	10/28/12	1	1	\$400.00					
Week: 10/29/12	11/04/12	1	1	\$400.00		***			
38 WISN 10/14/			With George Ste	p930-1030am	:30		NM	2	\$2,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate					
Week: 10/15/12		1	1	\$1,000.00					
Week: 10/13/12	10/21/12 10/28/12		0	\$0.00					
Week: 10/29/12	11/04/12	1	0	\$0.00					
			. I	\$1,000.00					
39 WISN 10/09/				Tue 7-8p	:30		NM	2	\$10,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> <del>-</del> 1	Spots/Week 1	<u>Rate</u>					
Week: 10/15/12	10/14/12		Ö	\$5,000.00 \$0.00					
Week: 10/22/12	10/28/12	-1	1	\$5,000.00					
40 WISN 10/02/									
Start Date	/12 10/09/1 End Date	2 HappyEnd Weekdays	Spots/Week	Tue 8-9p	:30		NM	2	\$5,000.00
Week: 10/01/12	10/07/12	-1	<u> 3pois/week</u> 1	<u>Rate</u> \$2,500.00					
	te Range	Description		Start/End Time	Weekdays Length	Poto	Tunn		
1 WISN 10/				Tue 8-9p	-Tu :30	<u>Rate</u> \$2,500.00	<u>Type</u> NM		
See MG 40				740 0-0p	.00	<del>42,000.00</del>	IVIVI		
		'12 DWTS Rest	ults	Tue 8-9p	-Tu :30	<del>\$2,500.00</del>	NM		
⊕ See MG 40					,00	Ψ2,000.00	7,4,7,7		
4 WISN 10/	/01/12-10/07/	12 DWTS		Tue 7-8p	-Tu: :30	\$2,500.00	NM		
MG for 40.3	3 10/02					7-1-1-1-1			
Week: 10/08/12	10/14/12	-1	1	\$2,500.00					
41 WISN 10/02/	12 10/30/1	2 PrivatePracti	ice	Tue 9-10p	:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	.00		1,414	2	Ψ <del>4</del> ,400.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00					
Week: 10/08/12	10/14/12		0	\$0.00					
Week: 10/15/12	10/21/12	-1	1	\$2,200.00					
	<u>te Range</u>	Description		Start/End Time	Weekdays Length	Rate	Туре		
	/15/12-10/21/	12 PrivatePraci	tice	Tue 9-10p	-Tu:30	\$2,200.00	NM		
Credited	40/00/140		_						
Week: 10/22/12	10/28/12		0	\$0.00					
							_		

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Contract / Revision Alt Order # 939457 06262067 3 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

*Line Ch Start Date End	Data Description	n	Start/End Time	Spots/	<del></del> -		
Start Date End Date		Spots/Week	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
Week: 10/29/12 11/04/12		1	Rate \$2,200.00				
42 WISN 10/16/12 10/3			Tue 8-9p	:30	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12		Spots/Week	Rate				4-1000.00
Spot Ch Date Range	Description	. 1	\$3,000.00 Start/End Time	Weekdove Landle Date	_		
1 WISN 10/15/12-10/		•	Tue 8-9p	Weekdays Length Rate -Tu:30 \$3.000.00	<u>Түре</u> <i>NM</i>		
Credited			,		14141		
Week: 10/22/12 10/28/12	<del>-</del>	1	\$3,000.00				
Week: 10/29/12 11/04/12		11	\$3,000.00				
43 WISN 10/27/12 10/2			230p-6p	:30	NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12		Spots/Week 1	<u>Rate</u> \$7,000.00				
44 WISN 11/03/12 11/03	***************************************	College Footbal		:30			
Start Date End Date		Spots/Week	Rate	.30	NM	2	\$2,600.00
Week: 10/29/12 11/04/12	2-	2	\$1,300.00				
45 WISN 10/28/12 10/28			9-930A	:30	NM	2	\$450.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12		Spots/Week 2	Rate				
			\$225.00				
46 WISN 10/22/12 10/22 Start Date End Date	2/12 General Hos <u>Weekdays</u>	spitai Spots/Week	2-3pm/1-2p Rate	:30	NM	1	\$350.00
Week: 10/22/12 10/28/12	1	1	\$350.00				
47 WISN 11/06/12 11/06	6/12 General Hos	spital	2-3pm/1-2p	:30	NM	1	\$350.00
Start Date End Date		Spots/Week	<u>Rate</u>			•	\$550.00
Week: 11/05/12 11/11/12	<del>-</del> 1	1	\$350.00				
48 WISN 10/15/12 11/05 Start Date End Date			10-1030p	:30	NM	4	\$6,400.00
Week: 10/15/12 10/21/12	<u>Weekdays</u> 1 <b></b>	<u>Spots/Week</u> 1	<u>Rate</u> \$1,600.00				
Week: 10/22/12 10/28/12	1	1	\$1,600.00				
Week: 10/29/12 11/04/12	1	1	\$1,600.00				
Week: 11/05/12 11/11/12	1	1	\$1,600.00				
49 WISN 10/15/12 11/05			10-11am	:30	NM	4	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$500.00				
Week: 10/22/12 10/28/12	1	1	\$500.00 \$500.00				
Week: 10/29/12 11/04/12	1	1	\$500.00				
Week: 11/05/12 11/11/12	1	1	\$500.00				
	3/12 The View		10-11am	:30	NM	1	\$500.00
Start Date End Date Week: 11/05/12 11/11/12	Weekdays -1	Spots/Week 1	Rate				
		•	\$500.00		41		
51 WISN 10/15/12 11/05 Start Date End Date		Spots/Week	M-F 11A-12P <u>Rate</u>	:30	NM	4	\$900.00
Week: 10/15/12 10/21/12	1	1	\$225.00				
Week: 10/22/12 10/28/12	1	1	\$225.00				
Week: 10/29/12 11/04/12	1 <del>-</del>	1	\$225.00				
Week: 11/05/12 11/11/12	1	1	\$225.00				
52 WISN 10/29/12 11/05 Start Date End Date	•	Spots/Week	3-4p	:30	MM	2	\$1,000.00
Week: 10/29/12 11/04/12	1	<u>Spois/Week</u>	<u>Rate</u> \$500.00				
					Į.		

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Contract / Revision Alt Order# 939457 06262067 / 3 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/</u> Week: 11/05/12 11/11/12 1 1				
53 WISN 11/06/12 11/06/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/</u> Week: 11/05/12 11/11/12 -1 1		:30	<b>NM</b> 1	\$500.00
54 WISN 10/29/12 11/05/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/</u> Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	4P-5P <u>Neek Rate</u> \$600.00 \$600.00	:30	NM 2	\$1,200.00
55 WISN 10/15/12 11/05/12 News M-F 5p  Start Date End Date Weekdays Spots/ Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	5-530pm <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	:30	NM 4	\$4,000.00
56 WISN 10/15/12 11/05/12 News M-F 5a  Start Date End Date Weekdays Spots/N  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	5-6A	:30	NM 4	\$1,400.00
57 WISN 10/08/12 11/05/12 News M-F 6p         Start Date       End Date       Weekdays       SpotsA         Week: 10/08/12 10/14/12 1       1         Week: 10/15/12 10/21/12 1       1         Week: 10/22/12 10/28/12 1       1         Week: 10/29/12 11/04/12 1       1         Week: 11/05/12 11/11/12 1       1	6-630pm  Neek  \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00	:30	NM 5	\$6,000.00
58 WISN 10/15/12       11/05/12       News M-F 6a         Start Date       End Date       Weekdays       Spots/N         Week: 10/15/12       10/21/12       1       1         Week: 10/22/12       10/28/12       1       1         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	6-7A  Veek Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	:30	NM 4	\$4,000.00
59 WISN 11/06/12 11/06/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 11/05/12 11/11/12 -1 1	6-7A <u>Veek</u> <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
60 WISN 10/22/12 11/05/12 Entertainment Tonigh  Start Date End Date Weekdays Spots/N  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1		:30	NM 3	\$2,550.00
61 WISN 10/08/12 11/05/12 Good Morning Americ  Start Date End Date Weekdays Spots/V  Week: 10/08/12 10/14/12 1 1  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1		:30	NM 5	\$5,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 / 3

Contract Dates **Product** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1**5**33

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

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		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type:	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 11/05/12 11/11/12 -1 1	\$1,000.00				
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/15/12         10/21/12         1         1	<u>Rate</u> \$450,00				
Week: 10/13/12 10/21/12 1 1	\$450.00 \$450.00				
Week: 10/29/12 11/04/12 1 1	\$450.00 \$450.00				
Week: 11/05/12 11/11/12 1 1	\$450.00				
N 64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	100		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$1,000.00
Week: 10/01/12 10/07/12\$- 1	\$1,000.00				
N 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate	.00	I AIVI I		\$1,500.00
Week: 10/01/12 10/07/12S- 1	\$1,500.00				
N 66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM	1	\$3,000,00
Start Date	<u>Rate</u>			•	40,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00				
N 67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/12TF 1	\$350.00				
N 68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/01/12 10/07/12S- 1	Rate		ļ		
	\$250.00				
N 69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	<u>Rate</u> \$200,00				
N 70 WISN 10/04/12 10/05/12 KATIE COURIC					
Start Date End Date Weekdays Spots/Week	M-F 2-3P	:30	NM	2	\$800.00
Week: 10/01/12 10/07/12TF 2	<u>Rate</u> \$400.00				
N 71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM	1	Ø1 500 00
Start Date End Date Weekdays Spots/Week	Rate	.50	12/1/1	1	\$1,500.00
Week: 10/01/12 10/07/12TF 1	\$1,500.00				
N 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	ii :30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	Rate		. 4101	1	Ψ200.00
Week: 10/01/12 10/07/12S- 1	\$250.00				
		Totals		257	\$224,200,00

\$321,300.00 Totals 357

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	357	\$321,300.00	\$273,105.00

Signature:	Date:	

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Print Date 10/03/12



	Contract / Re	visi	o <u>n</u>	Alt Order #
	939457	1	3	06262067
Contract Dates	Product			Estimate #
10/02/12 - 11/06/12	DSCC-IE			1533
Advertiser			Orio	ginal Date / Revision
Democratic Senatorial	Ca		1	0/03/12 / 10/03/12

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 1 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/04/12 / 10/04/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

*Line Ch Start	Date End D	Date Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	inots	Amount
1 WISN 10/02		12 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					10	ΨΟ,500.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWT F	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02				10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						12 1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00				J		
3 WISN 10/02		12 The View		10-11am	***************************************	:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					• •	00.000,10
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02		12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	¥ 1,1 00.00
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02	/12 11/02/ <sup>-</sup>	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				1.4141	U	\$0,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
								li I		

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	,					
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02		12 ANDERSO	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$225.00						
Week: 10/13/12	10/21/12	-TWTF -TWTF	3 3	\$225.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00 \$225.00						
7 WISN 10/09				12P-1P						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/	12 KATIE CC	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	10	Ψ4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02		·		3-4p	.,	:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$500.00						
Week: 10/15/12	10/14/12	-TWTF	2 2	\$500.00						
Week: 10/13/12	10/21/12	-TWTF	2	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/				4P-5P		.20		N 18 4	40	******
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00				i		
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/			•	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				ŀ		, ,,=
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				į		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				ŀ		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3 3	\$1,000.00						
				\$1,000.00						
12 WISN 10/02/				5-6A		:30		NM	15	\$5,250.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
_			-	40000				1		

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Week: 10/22/12

10/28/12

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

										f
*Line Ch Start	Data End (	Date Descripti	on.	Chartend Time	Davis	Spots/	<b>.</b>			
				Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12 Week: 10/29/12	11/04/12		3	\$350.00						
***-	V1	-TWTF	44	\$350.00						
13 WISN 10/02			•	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	2/12 11/02/	/12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					10	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				i		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	/12 11/02/	12 Entertainn	nent Tonight	630p-7pm	***************************************	:30		NIN A	40	040 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
***										
16 WISN 10/02			ning America	7-9a		:30		NM	21	\$21,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF <b></b>	Spots/Week	Rate						
Week: 10/08/12	10/11/12		3	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/13/12	10/21/12	-TWTF	4	\$1,000.00				1		
		-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02			HKELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, -,
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00				i		
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26	/12 10/26/ <sup>-</sup>	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				14141	'	Ψ3,000.00
Week: 10/22/12	10/28/12	1 <b></b>	1	\$3,000.00						
19 WISN 10/08/	/12 11/05/	12 Dancing		Prime Other		:30		NM	5	£35 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		MINI	5	\$25,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Mook: 10/22/12	10/20/12	1	<u>;</u>	05.000.00				1		

\$5,000.00

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

time Ob Orant D	-4- E-4 D-	t- Design		0		Spot				
*Line Ch Start Da				Start/End Time	Days L	ength Wee	k Rate	Type S	pots	Amount
	End Date Range	Weekdays Description	Spots/Week	<u>Rate</u> Start/End Time	Weekdays	Longth	Data	T		
3 WISN 10/2				Prime Other	M	<u>Length</u> :30	<u>Rate</u> \$5,000.00	<u>Type</u> NM		
See MG 19.6				, ,,,,,,,		.00	ψυ,σοσ.σσ	/ / / /		
6 WISN 10/2		12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
⊕ MG for 19.3		_								
	11/04/12	1	1	\$5,000.00						
	11/11/12	1	1	\$5,000.00						
20 WISN 10/22/12 Start Date	2 10/29/12 <u>End Date</u>		C	Mon 9-10p		:30		NM	1	\$4,000.00
	10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$4,000.00						
	Range	Description	•	Start/End Time	Weekdays	Length	Rate	<u>Type</u>		
1 WISN 10/2	2/12-10/28/			Mon 9-10p	M		\$4.00 <u>0.00</u>	NM		
Credited				·			, ,, , , , , , , , , , , , , , , , , , ,			
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06/12			•	10-1035p		:30	***************************************	NM	5	\$3,000.00
	End Date 10/07/12	Weekdays 1-	Spots/Week	Rate						
	10/07/12	1-	1	\$600.00 \$600.00						
	10/21/12	1-	1	\$600.00						
	10/28/12	1-	1	\$600.00						
Week; 10/29/12	11/04/12	1 <del>-</del>	1	\$600.00						
N 22 WISN 10/13/12	2 10/13/12	2 College Foot	ball Game #2	230p-6p		:30		NM	1	\$6,500.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				,,,,,	•	Ψ0,000.00
	10/14/12	1-	1	\$6,500.00						
Spot Ch Date 1 WISN 10/08	Range	Description	tball Game #2	Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	<u>Type</u>		
See MG 22.2		rz College Foc	wan Game #2	230p-6p	<b>-</b> -Sa	: :30	\$ <del>6,500.00</del>	NM		
		12 College Foo	tball BADGER	230p-6p	Sa	: :30	\$6,500.00	NM		
→ MG for 22.1 **  ■ MG fo		·					40,000.00	.,,,,,		
23 WISN 10/06/12	2 11/03/12	News Sa 6p-	630p	6-630pm	<del>"</del>	:30		NM	5	\$2,500.00
	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,	_	42,000.00
	10/07/12	1-	1	\$500.00						
	10/14/12 10/21/12	1- 1-	1	\$500.00 \$500.00						
	10/28/12	1-	1	\$500.00 \$500.00						
	11/04/12	1-	1	\$500.00						
24 WISN 10/13/12	2 11/03/12	2 Sa 458-6a		456-6AM		:30		NM	4	00.000
Start Date 1	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	4	\$800.00
Week: 10/08/12	10/14/12	1-	1	\$200.00						
	10/21/12	1-	1	\$200.00						
	10/28/12 11/04/12	1-	1	\$200.00						
		1-	1	\$200.00						
25 WISN 10/06/12 Start Date 1		? News Sa 6p- <u>Weekdays</u>	630p <u>Spots/Week</u>	6-630pm		:30		NM	5	\$3,500.00
	10/07/12	1-	1	<u>Rate</u> \$700.00						
	10/14/12	1-	1	\$700.00						
	10/21/12	1-	1	\$700.00						
	10/28/12	1-	1	\$700.00						
Week: 10/29/12 1	11/04/12	1-	1	\$700.00						

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	Pate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	oots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	·			1,,,,,,,,		7 HTOURT
26 WISN 10/06	/12 11/03/	12 Sat GMA		6-7a		:30		NM	5	#2 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		(410)	5	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00				1		
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	<b>1-</b>	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20	/12 11/03/	12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	\$1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00				l i		
28 WISN 10/13		12 Sat 630-7p	)	630-7p		:30	Maria	NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , , , , , , , , ,
Week: 10/08/12	10/14/12	<del></del> -1-	1	\$1,000.00				1		
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	<b>1-</b>	11	\$1,000.00						
29 WISN 10/06			College Footbal	•		:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1 <del>-</del>	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/				7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	<u>Spots/Week</u>	Rate						·
Week: 10/08/12	10/14/12	<del></del> 1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1-	1	\$450.00						
	11/04/12	1-	1	\$450.00						
31 WISN 10/07/			•	10p-1030p		:30		NM	5	\$8,000.00
<u>Start Date</u> Week: 10/01/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
	10/07/12		1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,600.00						
Week: 10/29/12	10/28/12	<u>1</u>	1	\$1,600.00						
*****	11/04/12	1	1	\$1,800.00						
32 WISN 10/14/			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/15/12	10/21/12	<u>-</u> 1	1	\$950.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$950.00 \$050.00						
Week: 10/29/12	11/04/12	- <del>-</del> 1	1	\$950.00						
		***************************************		\$950.00						
33 WISN 10/14/ Start Date		· · · · · · · · · · · · · · · · · · ·	Constant / L	458-6AM		:30		NM	4	\$800.00
Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$200.00				İ		
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	<del></del> 1	1							
Week: 10/29/12	11/04/12	1	1	\$200.00						
				\$200.00						
34 WISN 10/07/	12 11/04/	12 News Sun	530pm	530-6p		:30		NM	5	\$2,500.00

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Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121 1	\$500.00			
Week: 10/08/12 10/14/121 1	\$500.00			
Week: 10/15/12 10/21/121 1	\$500.00			
Week: 10/22/12 10/28/121 1	\$500.00			
Week: 10/29/12 11/04/121 1	\$500.00			
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	NM 5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate		ļ	
Week: 10/08/12 10/14/121 1	\$400.00 \$400.00			
Week: 10/15/12 10/21/121 1	\$400.00 \$400.00			
Week: 10/22/12 10/28/121 1	\$400.00			
Week: 10/29/12 11/04/121 1	\$400.00			
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	NIM 4	#0 F00 00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 1	\$2,500.00
Week: 10/15/12 10/21/121 1	\$2,500.00			
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	NM 5	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	· · · · · · · · · · · · · · · · · · ·	Ψ2,000.00
Week: 10/01/12	\$400.00		į.	
Week: 10/08/12	\$400.00			
Week: 10/15/12 10/21/121 1	\$400.00			
Week: 10/22/12 10/28/121 1	\$400.00			
Week: 10/29/12 11/04/121 1	\$400.00			
38 WISN 10/14/12 11/04/12 This Week With George Sto	ep930-1030am	:30	NM 2	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			, = , = 0 0 10 0
Week: 10/08/12 10/14/121 1	\$1,000.00			
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121 1	\$1,000.00			
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	NM 2	\$10,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/08/12 10/14/12 -1 1	\$5,000.00			
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/12 -1 1	\$5,000.00			
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30	NM 2	\$5,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -1         1	<u>Rate</u> \$2,500.00			
Spot Ch Date Range Description	Start/End Time	Modedown Landth Deta	<b></b>	
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 <i>\$2-500.00</i>	<u>Type</u>	
See MG 40.3	rue o-sp	-Tu :30 \$ <del>2,500.00</del>	NM	
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu <b></b> :30 \$ <del>2,500.00</del>	NM	
ⓑ See MG 40.4		<del>vz,000.00</del>	( 1 ( ) ( )	
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30 \$2,500.00	NM	
→ MG for 40.3 10/02	•		]	
Week: 10/08/12 10/14/12 -1 1	\$2,500.00		1	
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	\$4,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			₩ 1, <del>1</del> 00.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			

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Contract / Revision Alt Order# 939457 06262067 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week			, ypo opoto	ATTOUT
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 PrivatePractice See MG 41.4	Tue 9-10p	-Tu :30 <del>\$2,200.00</del>	NM	
4 WISN 10/01/12-10/07/12 Scandal → MG for 41.1 10/02	Thu 9-10p	- <b></b> Th :30 \$2,200.00	NM	
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
Credited				
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 2	\$6,000.00
Start Date End Date Weekdays Spots/Week			<u> </u>	++,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00			
Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd	Start/End Time	Weekdays Length Rate	<u>Type</u>	
Credited	Tue 8-9p	-Tu <b></b> :30 \$ <del>3,000.00</del>	NM	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2		.00		
Start Date End Date Weekdays Spots/Week		:30	NM 1	\$7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footb		:30	NM 2	#2 CAA AA
Start Date End Date Weekdays Spots/Week		.00	NM 2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 2	\$450.00
Start Date End Date Weekdays Spots/Week			-	Ψ+50.00
Week: 10/22/12 10/28/122 2	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	<del></del>			4400.00
Week: 10/22/12 10/28/12 1 1	\$350.00			
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1				
	\$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week	10-1030p	:30	NM 4	\$6,400.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00			
Week: 10/22/12 10/28/12 1 1	\$1,600.00			
Week: 10/29/12 11/04/12 1 1	\$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM 4	\$2,000,00
Start Date	Rate	.00	14141	\$2,000.00
Week: 10/15/12 10/21/12 1 1	\$500.00			
Week: 10/22/12 10/28/12 1 1	\$500.00			
Week: 10/29/12 11/04/12 1 1	\$500.00			
Week: 11/05/12 11/11/12 1 1	\$500.00			
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM 1	\$500.00

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         -1         1	<u>Rate</u> \$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	4	\$900.00
Start Date End Date Weekdays Spots/Week	Rate				*
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$225.00				
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00 \$225.00				
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30		•	
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	2	\$1,000.00
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 11/05/12 11/11/12 -1 1	\$500.00				
54 WISN 10/29/12 11/05/12 DR. OZ <u>Start Date</u> <u>End Date</u> Weekdays Spots/Week	4P-5P	:30	NM	2	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$600.00				
Week: 11/05/12 11/11/12 1 1	\$600.00				
55 WISN 10/15/12 11/05/12 News M-F 5p	5-530pm	:30	NIR A		
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	4	\$4,000.00
Week: 10/15/12 10/21/12 1 1	\$1,000.00				
Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00				
Week: 11/05/12 11/11/12 1 1	\$1,000.00				
56 WISN 10/15/12 11/05/12 News M-F 5a	5-6A	:30	NM	4	\$1,400.00
Start Date End Date Weekdays Spots/Week	Rate				.,
Week: 10/15/12	\$350.00				
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$350.00				
Week: 11/05/12 11/11/12 1 1	\$350.00 \$350.00				
57 WISN 10/08/12 11/05/12 News M-F 6p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM	5	\$6,000.00
Week: 10/08/12 10/14/12 1 1	<u>Rate</u> \$1,200.00				
Week: 10/15/12 10/21/12 1 1	\$1,200.00				
Week: 10/22/12 10/28/12 1 1	\$1,200.00				
Week: 10/29/12 11/04/12 1 1	\$1,200.00				
Week: 11/05/12 11/11/12 1 1	\$1,200.00				
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	:30	NM	4	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate				. ,,
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/22/12	\$1,000.00		- 1		
Week: 11/05/12 11/11/12 1 1	\$1,000.00 \$1,000.00				
59 WISN 11/06/12 11/06/12 News M-F 6a		00			
Start Date End Date Weekdays Spots/Week	6-7A Rate	:30	NM	1	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00				
60 WISN 10/22/12 11/05/12 Entertainment Tonight	630p-7pm	:30	NM	•	<b>60 550 00</b>
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIAI	3	\$2,550.00

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12	DSCC-IE	1533	
Advertiser		Original Date / Revision	
Democratic Senatoria	I Ca	10/04/12 / 10/04/1	2

						Spots/				
*Line Ch Start	Date End D	Date Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08			ning America	7-9a		:30		NM	5	\$5,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$1,000.00 \$1,000.00				Ī		
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06	/12 11/06/	12 Good Morr	ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					Į.	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
63 WISN 10/15		12 LIVE WITH	KELLY!	9-10am		:30		NM	4	\$1,800.00
<u>Start Date</u> Week: 10/15/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/22/12	10/21/12 10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00 \$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00 \$450.00						
64 WISN 10/06/		12 PostBadge	r	PostBadger		-20			4	•
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$1,000.00
Week: 10/01/12	10/07/12	S-	1	\$1,000.00						
65 WISN 10/06/	/12 10/06/	12 BIG 12 Ba	dgerPost	630-7p, 6-630p		:30		NM	1	\$1,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00			•	Ψ1,500.00
Week: 10/01/12	10/07/12	S-	1	\$1,500.00						
66 WISN 10/04/				Thu 7-8p		:30		NM	1	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> T	Spots/Week	Rate						. ,
			1	\$3,000.00						
67 WISN 10/04/ Start Date				5-6A		:30		NM	1	\$350.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> TF	Spots/Week 1	<u>Rate</u> \$350.00						
68 WISN 10/06/			•	456-6AM		.00	···			
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$250.00
Week: 10/01/12	10/07/12	S-	1	\$250.00						
69 WISN 10/07/	12 10/07/1	12 Su 458-6a		458-6AM		:30		NM	1	\$200.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	•	φ200.00
Week: 10/01/12	10/07/12	S	1	\$200.00						
70 WISN 10/04/			JRIC	M-F 2-3P		:30		NM	2	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/01/12	10/07/12	TF	2	\$400.00						
71 WISN 10/04/ Start Date	12 10/05/1 End Date	=	Cnoto AMa =1:	11p-1130p		:30		NM	1	\$1,500.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> TF	<u>Spots/Week</u> 1	<u>Rate</u> \$1,500.00				1		
72 WISN 10/06/				INSIDE HUD 1035	· · · · · · · · · · · · · · · · · · ·	•30		NIXA		00== 65
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$250.00
Week: 10/01/12	10/07/12	\$-	1	\$250.00				1		

Totals

357

\$321,300.00

<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	<u>Estimate #</u> 1533
Advertiser  Democratic Senatoria	1	Original Date / Revision 10/04/12 / 10/04/12

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12 256		\$231,600.00	\$196,860.00		
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00		
Totals	357	\$321,300.00	\$273,105.00		

Signature: Date	e:
-----------------	----

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Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Revision			Alt Order #		
	939457	/ 5		06262067		
Product						
DSCC-IE					:	
Contract Dates	Estimate #					
10/02/12 - 11/06/12	1533					
Advertiser			<u>Or</u>	iginal Date i	/ Revision	
Democratic Senatorial Ca	ampaign Com	mittee	1	10/05/12	/ 10/05/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broado	ast	t	Cash	
	Station	Accou	nt E	xecutive	Sales Office	
	WISN	Will Hi	ldel	brandt	HRP -Washingto	
	Special Hand	ling				
	Demographic					
	Adults 35+					
	IDB#	Advert	ise	r Code	Product Code	
	8091	49			53	
	Agency Ref			Advertiser	Ref	

Spots/ Type Spots Length Week Rate Amount Start/End Time Days \*Line Ch Start Date End Date Description WISN 10/02/12 11/02/12 2-3pm/1-2p :30 NM \$3,500.00 General Hospital Start Date End Date Weekdays Spots/Week Rate \$350.00 Week: 10/01/12 10/07/12 -TWTF--2 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 2 Week: 10/15/12 10/21/12 -TWTF--\$350.00 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 2 \$350,00 Week: 10/29/12 11/04/12 -TWTF--:30 NM 15 \$24,000.00 Late News 10PM 10-1030p WISN 10/02/12 11/02/12 Spots/Week Start Date End Date Weekdays Rate 10/07/12 -TWTF--2 \$1,600.00 Week: 10/01/12 10/14/12 -TWTF--2 \$1,600.00 Week: 10/08/12 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 3 Week: 10/22/12 10/28/12 -TWTF--\$1,600.00 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 NM \$7,000.00 :30 WISN 10/02/12 11/02/12 The View 10-11am 14 End Date Spots/Week Start Date <u>Weekdays</u> Rate Week: 10/01/12 -TWTF--2 \$500.00 10/07/12 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--3 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--Week: 10/29/12 11/04/12 -TWTF--\$500.00 NM \$4,750.00 Late News 1030PM :30 WISN 10/02/12 11/02/12 1030p-11p Start Date End Date Spots/Week Rate Weekdays Week: 10/01/12 -TWTF--\$950.00 10/07/12 10/14/12 -TWTF--\$950.00 Week: 10/08/12 1 -TWTF--1 \$950.00 10/21/12 Week: 10/15/12 \$950.00 10/28/12 -TWTF--1 Week: 10/22/12 -TWTF--\$950.00 Week: 10/29/12 11/04/12 1 11p-1130p NM 8 \$6,000.00 WISN 10/02/12 11/02/12 Nightline :30 Weekdays Start Date End Date Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--1 \$750.00 -TWTF--\$750.00 1 Week: 10/08/12 10/14/12

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Notwithstanding to whom bilts are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bilts rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Alt Order# Contract / Revision 06262067 939457 / 5

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End Da	ate Descriptio	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00 \$750.00						
Week: 10/22/12	10/28/12	-TWTF	2 2	\$750.00 \$750.00						
Week: 10/29/12	11/04/12	-TWTF				-22		NIM	1.6	e2 150 00
6 WISN 10/02			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u> -TwTF	Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$225.00				I		
Week: 10/15/12	10/14/12	-TWTF	3	\$225.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09			N	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/	12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				ļ		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02		•	0-1-0466	3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u> -TWTF <b></b>	Spots/Week 2	<u>Rate</u> \$500.00						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/13/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02				4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		,		<b>4</b> -,
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600,00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02				5-530pm		:30		NM	14	\$14,000.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00					4.5	#E 0E0 00
12 WISN 10/02				5-6A		:30		NM	15	\$5,250.00
Start Date		Weekdays	Spots/Week	<u>Rate</u> \$350.00						
Week: 10/01/12	10/07/12	-TWTF	2 3	\$350.00 \$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	Ψ550.00				j	I	

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Alt Order# Contract / Revision 06262067 939457

Estimate# Contract Dates Product 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start [	Date End Da	ate Description	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	3 3	\$350.00 \$350.00						
Week: 10/22/12	10/28/12 11/04/12	-TWTF -TWTF	4	\$350.00						
Week: 10/29/12						-20		NIN/I	1.1	£16 900 00
13 WISN 10/02/				6-630pm		:30		NM	14	\$16,800.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week 2	<u>Rate</u> \$1,200.00						
Week: 10/08/12	10/07/12	-TWTF	3	\$1,200.00						
Week: 10/05/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/13/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02/			Sa .	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<b>Weekdays</b>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02/	12 11/02/1	2 Entertainm	ent Tonight	630p-7pm		:30		MM	11	\$9,350.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00	161 1 1.	1	Data	Tuno		
	te Range	Description		Start/End Time	Weekda		<u>Rate</u> \$850-00	<u>Type</u> NM		
1 WISN 10		/12 Entertainm	ent Tonight	630p-7pm	-TuWTh	F :30	<del>\$000.00</del>	14141		
See MG 23	3.6 10/14/12	-TWTF	2	\$850.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/21/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
				7 <b>-</b> 9a		:30		NM	21	\$21,000.00
16 WISN 10/02/ Start Date	/12 11/02/1 End Date	Weekdays	ing America Spots/Week	Rate		.00		1		<b>42</b> 1 1000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,00 <u>0.00</u>						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week; 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WITH	I KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWT <b>F</b>	2	\$450.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						00 000 00
18 WISN 10/26				Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u> 1 <b></b>	Spots/Week	Rate						
Week: 10/22/12	10/28/12		1	\$3,000.00					-	805.000.00
19 WISN 10/08		_		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$5,000.00						
Week: 10/08/12	10/14/12 10/21/12	1	1	\$5,000.00 \$5,000.00						
Week: 10/15/12	10121112	T	1	ΨΨ,000.00						

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order# Contract / Revision 939457 / 5 06262067

Estimate # Contract Dates Product 1533 DSCC-IE 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date	Rate			
Week: 10/22/12 10/28/12 1 1	\$5,000.00	Weekdays Length Rate	Туре	
Spot Ch Date Range Description	Start/End Time Prime Other	<u>Weekdays Length Rate</u> M:30 \$5,000.00	NM	
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	.50 \$6,500.00	14,77	
See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM	
(A) MG for 19.3 10/22				
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/22/12 10/28/12 1 1	\$4,000.00	111 below Levelle Date	Type	
Spot Ch Date Range Description	Start/End Time	<u>Weekdays Length Rate</u> M:30 \$4,000.00	Type NM	
1 W/SN 10/22/12-10/28/12 Castle	Mon 9-10p	M30 \$4,000.00	14141	
Credited Week: 10/29/12	\$4,000.00			
VVECN. 10/23/12 11/01/12 2	10-1035p	:30	NM 5	\$3,000.00
21 WISN 10/06/12 11/03/12 Late News Sa 10pm Start Date End <u>Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate	.00		,
Week: 10/01/12 10/07/121 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$6,500.00			
VVCCN, 10/06/12	Start/End Time	Weekdays Length Rate	Type	
Spot Ch Date Range Description  1 W/SN 10/08/12-10/14/12 College Football Game #2	230p-6p	<b>-</b> Sa :30 <b>\$</b> 6,500.00	NM	
See MG 22.2				
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
→ MG for 22.1 10/13				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,350.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121- 1	\$500.00 Start/End <u>Time</u>	Weekdays Length Rate	Туре	
<u>Spot Ch Date Range Description</u> 1 W/SN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30 \$500.00	NM	
1 W/SN 10/01/12-10/07/12 News Sa 6p-630p See MG 23.6	0-03 <b>0</b> pm			
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
(A) MG for 15.1,23.1				
Week: 10/08/12 10/14/121- 1	\$500.00		1	
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00		NIM 4	00.000
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
70 ANOIS 10100117 11100118 110110 04 46 4406			-	

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Contract Agreement Between:



Contract / Revision Alt Order # 06262067 939457

Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start [	Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$700.00						
Week: 10/08/12	10/14/12	1-	1	\$700.00 \$700.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1 <del>-</del>	1	\$700.00						
26 WISN 10/06/				6-7a		:30		NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			J	00,000.00
Week: 10/01/12	10/07/12	1 <del>-</del>	1	\$600.00						
Week: 10/08/12	10/14/12	<b>1-</b>	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20/	12 11/03/1			630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	<del>_</del>	1	\$500.00					_	
28 WISN 10/13/			0-1-11-1	630-7p		:30		NM	2	\$2,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/14/12		Ó	\$0.00						
Week: 10/13/12	10/21/12	1-	1	\$1,000.00				1		
						:30		NM	3	\$3,000.00
29 WISN 10/06/ Start <u>Date</u>	End Date	Weekdays	College Footbal Spots/Week	7-1030p Rate		.30		14141	J	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2 <b>-</b>	2	\$1,000.00						
30 WISN 10/13/	12 11/03/	12 News Sat 7	'-9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/08/12	10/14/12	<b>1-</b>	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00					_	
31 WISN 10/07/			•	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u> \$1,600.00				ŀ		
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/14/12	1	1	\$1,600.00						
Week: 10/13/12	10/21/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/		12 Late News	SU 1030PM	1030p-11p		:30	0.10	NM	4	\$3,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate					•	-,
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14	/12 11/04/	12 Su 458-6a		458-6AM		:30		NM	4	\$800.00
	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		

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Contract / Revision Alt Order# 939457 / 5 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots	s/			
	Date End D	ate Descriptio	n	Start/End Time	Days	Length Weel	k Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate				:		
Week: 10/08/12	10/14/12	1 1	1	\$200.00 \$200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$200.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$200.00						
			-20			.20		NM	5	¢2 600 00
34 WISN 10/07			•	530-6p Rate		:30		MINI	b	\$2,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	<b>-</b> 1	1	\$500.00						
Week: 10/29/12	11/04/12	<b></b> 1	1	\$500.00						
35 WISN 10/07				6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						•
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	<b></b> 1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21	/12 10/21/ <sup>-</sup>	12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$2,500.00						
37 WISN 10/07	/12 11/04/	12 News Sun	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1	1	\$400,00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	<b>-</b> 1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14		12 This Week	With George St			:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week; 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12		1	\$1,000.00					•	040 500 00
N 39 WISN 10/09		12 DanceResi Weekdays	ults Spots/Week	Tue 7-8p <u>Rate</u>		:30		NM	3	\$12,500.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	-1	<u> </u>	\$5,000.00						
	ate Range	Description	•	Start/End Time	Weekda	ays <u>Length</u>	Rate	<u>Туре</u>		
		1/12 DanceRes		Tue 7-8p	-Tu		\$5,00 <del>0.00</del>	NM		
See MG 3		, . <b>.</b>					•			
	)/08/12-10/14	1/12 DWTS Re	sults	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
	.2,39.1									
_	)/08/12-10/14	l/12 DWTS- Ju	dges Analysis	Tue 7-8p	-Tu	:30	\$2,500.00	NM		
				<b>A</b>				Į		
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	<u>-1</u>	1	\$5,000.00						
N 40 WISN 10/02			_	Tue 8-9p		:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdaγs</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-1 <b></b>	1	\$2,500.00				ı	l	

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Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spot	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee		Type S <sub>l</sub>	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu: :30	\$ <del>2,500.00</del>	NM		
See MG 40.3	T 0.0 -	T., .20	82 E00 00	NM		
3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30	<del>\$2,500.00</del>	14101		
(f) See MG 40.4	Tue 7-8p	-Tu :30	\$2,500.00	NM		
4 WISN 10/01/12-10/07/12 DWTS  → MG for 40.3 10/02	rue 7-op	- u55	φ2,000.00	14141		
Week: 10/08/12 10/14/12 -1 1	\$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu: :30	\$2,500.00	NM		
See MG 39.3,39.4	,					
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30		NM	2	\$4,400.00
Start Date End Date Weekdays Spots/Week	Rate			l		
Week: 10/01/12 10/07/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu:30	<del>\$2,200.00</del>	NM		
See MG 41.4						
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30	\$2,200.00	NM		
⊕ MG for 41.1 10/02	eo oo					
Week: 10/08/12 10/14/12 0	\$0.00					
VICER, TOTTOTTE TOTELLIE	\$2,200.00 Start/End Time	Weekdays Length	Rate	<u>Туре</u>		
Spot Ch Date Range Description 2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30	\$2,200.00	NM		
Credited	rue 3-10p		<b>\$2,200.00</b>	.,,,,		
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/12 -1 1	\$2,200.00					
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/15/12 10/21/12 -1 1	\$3,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>		
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30	\$3 <del>,000.00</del>	NM		
Credited				1		
Week: 10/22/12 10/28/12 -1 1	\$3,000.00					
Week: 10/29/12 11/04/12 -1 1	\$3,000.00	The second of th				
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30		NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week	Rate			1		
Week: 10/22/12 10/28/121- 1	\$7,000.00				_	
44 WISN 11/03/12 11/03/12 ABC Prime College Footba		:30		NM	2	\$2,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/122 2	Rate			1		
	\$1,300.00					
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30		NM	2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/22/12 10/28/122 2	<u>Rate</u> \$225.00					
3300K. 1012H 10		.20		3.15.0	A	¢250.00
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30		MM	1	\$350.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/22/12         10/28/12         1         1	<u>Rate</u> \$350.00					
		:30		NM	1	\$350.00
47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	.3∪		1.49.51	ı	ψοσο.00
Week: 11/05/12 11/11/12 -1 1	\$350.00					
				•		

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 Contract / Revision
 Alt Order #

 939457 / 5
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

| Advertiser | Original Date / Revision |
| Democratic Senatorial Ca | 10/05/12 / 10/05/12

						Spots/				
*Line Ch Start I	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	Type S <sub>I</sub>	oots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
48 WISN 10/15/	/12 <b>1</b> 1/05/1	12 Late News	10PM	10-1030p		:30		NM	4	\$6,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				. 1		
Week: 10/15/12	10/21/12	1	1	\$1,600.00				l		
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00 \$1,600.00						
Week: 11/05/12	11/11/12		I .			-20		N1N4		82.000.00
49 WISN 10/15/			Contables	10-11am		:30		NM	4	\$2,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/13/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
50 WISN 11/06		12 The View		10-11am		:30		NM	1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	Rate						*
Week: 11/05/12	11/11/12	-1	1	\$500.00						
51 WISN 10/15	/12 11/05/	12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	11	\$225.00						
52 WISN 10/29	/12 11/05/ <sup>-</sup>	12 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00				3.15.4		
53 WISN 11/06			On at a AM a a fe	3-4p		:30		NM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$500.00						
***************************************				4P-5P		:30		NM	2	\$1,200.00
54 WISN 10/29		12 DR. OZ Weekdays	Spots/Week	4P-5P Rate		.50		14141	2	\$1,200.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	1	<u> </u>	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15	/12 11/05/	12 News M-F	5n	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		,4-2			·	* 1,100000
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$350.00				<u> </u>		
Week: 10/22/12	10/28/12	1	1	\$350.00				1		
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	<u> </u>	\$350.00					-	mp
57 WISN 10/08			•	6-630pm		:30		NM	5	\$6,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1 <b></b>	Spots/Week 1	<u>Rate</u> \$1,200.00						
Week: 10/06/12 Week: 10/15/12	10/14/12	1	1	\$1,200.00				Į		
**CCR. 10/10/12	1912 1112		•	4.1						

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Contract Agreement Between:



Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start Dat	te End Da	te Description		Start/End Time	Days	Length Week	Rate	Type 9	Spots	Amount
Start Date E	nd Date	Weekdays	Spots/Week	<u>Rate</u>						
	0/28/12	1	1	\$1,200.00						
	1/04/12	1	1	\$1,200.00						
Week: 11/05/12 1	1/11/12	1	11	\$1,200.00						
58 WISN 10/15/12	11/05/12	News M-F 6a		6-7A		:30		NM	4	\$4,000.00
	nd Date	<u>Weekdays</u>	Spots/Week	Rate						
	0/21/12	1	1	\$1,000.00						
	0/28/12	1	1	\$1,000.00						
	1/04/12	1	1	\$1,000.00						
Week: 11/05/12 1	1/11/12	T		\$1,000.00						04 000 00
59 WISN 11/06/12				6-7A		:30		NM	1	\$1,000.00
	nd Date	Weekdays	Spots/Week 1	<u>Rate</u> \$1,000.00						
	1/11/12		-					NIN 4	•	¢0.550.00
60 WISN 10/22/12			•	630p-7pm		:30		NM	3	\$2,550.00
	nd Date 0/28/12	Weekdays 1	Spots/Week	<u>Rate</u> \$850.00						
	1/04/12	1	1	\$850.00				ľ		
	1/11/12	1	1	\$850.00						
		<del></del>	- ^			:30		NM	5	\$5,000.00
61 WISN 10/08/12		2 Good Mornin Weekdays	g America Spots/Week	7-9a Rate		.50		IAIAI	J	\$5,000.00
	<u>nd Date</u> 0/14/12	1	1	\$1,000.00						
	0/21/12	1	1	\$1,000.00						
	0/28/12	1	1	\$1,000.00						
	1/04/12	1	1	\$1,000.00						
	1/11/12	1	1	\$1,000.00						
62 WISN 11/06/12	11/06/12	2 Good Mornin	g America	7-9a		:30		NM	1	\$1,000.00
	End Date	Weekdays	Spots/Week	Rate						, ,
	1/11/12	-1	1	\$1,000.00						
63 WISN 10/15/12	11/05/12	2 LIVE WITH F	(ELLY!	9-10am		:30		NM	4	\$1,800.00
	nd Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12 1	0/21/12	1	1	\$450.00						
Week: 10/22/12 1	0/28/12	1	1	\$450.00						
Week: 10/29/12 1	1/04/12	1	1	\$450.00						
Week: 11/05/12 1	11/11/12	1	1	\$450.00						
64 WISN 10/06/12		2 PostBadger		PostBadger		:30		NM	1	\$1,000.00
	nd Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 1	10/07/12	S-	1	\$1,000.00					l .	
65 WISN 10/06/12		2 BIG 12 Badg		630-7p, 6-630p		:30		NM	1	\$1,500.00
	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	10/07/12	S-	1	\$1,500.00						
66 WISN 10/04/12				Thu 7-8p		:30		NM	1	\$3,000.00
	End Date	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$3,000.00						
	10/07/12	.,				.02		kis a	1 ,	#250 AC
67 WISN 10/04/12				5-6A		:30		NM	1	\$350.00
	<u>End Date</u> 10/07/12	<u>Weekdays</u> TF	Spots/Week 1	<u>Rate</u> \$350.00						
			I			120		NM	1 1	\$250.00
68 WISN 10/06/12		2 Sa 458-6a Weekdays	Spots/Week	456-6AM <u>Rate</u>		:30		INIVI	l '	φ∠5U.UU
<u>Start Date</u> <u>§</u> Week: 10/01/12	<u>End Date</u> 10/07/12	S-	Spots/vveek 1	\$250.00						
. * OOK, 1010 11 12		=	•						•	

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	Contract / Revision	Alt Order #
	939457 / 5	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser	Original Date / Revision						
Democratic Senatorial Ca	10/05/12 / 10/05/12						

Spots/

*Line Ch Start Date End Date Description	Start/End Time Day	/s Length Week Rate	Туре	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC  Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	MM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline  Start Date	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE  Start Date	INSIDE HUD 1035 <sub>I</sub> <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals	·	356	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount			
10/01/12 -10/28/12	255	\$231,600.00	\$196,860.00			
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00			
Totals	356	\$321,300.00	\$273,105.00			

Signature:	Date:	
	 _	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 1 6 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Campaign Committee 10/09/12 / 10/09/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

*Line Ch Start Date End Date Description	Start/End Time	Spots/	_		
1 WISN 10/02/12 11/02/12 General Hospital		Trace	Type Spo	ots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TwTF         2           Week: 10/08/12         10/14/12         -TwTF         2           Week: 10/15/12         10/21/12         -TwTF         2           Week: 10/22/12         10/28/12         -TwTF         2	2-3pm/1-2p ek Rate \$350.00 \$350.00 \$350.00 \$350.00	:30	NM	10	\$3,500.00
Week: 10/29/12	\$350.00				
N 2 WISN 10/02/12 11/02/12 Late News 10PM  Start Date End Date Weekdays Spots/Wee  Week: 10/01/12 10/07/12 -TwTF 2  Week: 10/08/12 10/14/12 -TwTF 2  Spot Ch Date Range Description  3 W/SN 10/08/12-10/14/12 Late News 10PM	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 <u>Start/End Time</u>	:30 <u>Weekdays</u> <u>Length</u> <u>Rate</u>	NM Type	13	\$20,800.00
See MG 23.7,23.8,23.9,23.10	10-103 <i>0</i> p	-TuWThF :30 <i>\$1,600.00</i>	NM		
4 WISN 10/08/12-10/14/12 Late News 10PM See MG 23.7,23.8,23.9,23.10	10-1030p	-TuWThF :30 \$1,600.00	NM		
Week: 10/15/12       10/21/12       -TWTF       4         Week: 10/22/12       10/28/12       -TWTF       3         Week: 10/29/12       11/04/12       -TWTF       4	\$1,600.00 \$1,600.00 \$1,600.00				
3 WISN 10/02/12 11/02/12 The View  Start Date End Date Weekdays Spots/Wee  Week: 10/01/12 10/07/12 -TwTF 2  Week: 10/15/12 10/14/12 -TwTF 3  Week: 10/15/12 10/21/12 -TwTF 3  Week: 10/22/12 10/28/12 -TwTF 3  Week: 10/29/12 11/04/12 -TwTF 4  4 WISN 10/02/12 11/04/12 Late News 1030PM	10-11am <u>K Rate</u> \$500.00 \$500.00 \$500.00 \$500.00 \$500.00	:30	NM	14	\$7,000.00
4 WISN 10/02/12 11/02/12 Late News 1030PM  Start Date	1030p-11p Rate \$950.00 \$950.00 \$950.00 \$950.00	:30	NM	5	\$4,750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Line transactions. In - New, C - Cutted, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stallon the amount of any bills rendered by stallon within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

				<u></u>						0,00,12
*Line Ch Start Da	ate End Da	ate Descriptio	n	Start/End Time	Days	Spots/	De4-	<b>T</b>		
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Length Week	Rate	Туре	Spots	Amount
Week: 10/29/12 5 WISN 10/02/12	11/04/12	-TWTF	1	\$950.00						
	2 11/02/1 End_Date	2 Nightline Weekdays	Cm ata Aata ata	11p-1130p		:30		MM	8	\$6,000.00
	10/07/12	-TWTF	Spots/Week 1	<u>Rate</u> \$750.00						(=,====
A A A A A A A A A A A A A A A A A A A	10/14/12	-TWTF	1	\$750.00 \$750.00						
Week: 10/15/12 1	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12 1	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12 1	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02/12	11/02/1	2 ANDERSOI	N COOPER	M-F 11A-12P		.20				
Start Date E	End Date	<u>Weekdays</u>	Spots/Week	Rate		:30		MM	14	\$3,150.00
	10/07/12	-TWTF	2	\$225.00						
	10/14/12	-TW7F	2	\$225.00						
	10/21/12	-TWTF	3	\$225.00						
	0/28/12	-TWTF	3	\$225.00						
	1/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/12				12P-1P		:30		NM		00 45 45
	nd Date	<u>Weekdays</u>	Spots/Week	Rate		.00		IAIN	8	\$2,400.00
	0/14/12	-TWTF	2	\$300.00						
	0/21/12	-TWTF	2	\$300.00						
	0/28/12 1/04/12	-TWTF	2	\$300.00						
		-TWTF	2	\$300.00						
8 WISN 10/02/12 <u>Star</u> t Date E				M-F 2-3P		:30		NM	10	\$4,000.00
	<u>ind Date</u> 0/07/12	Weekdays -TWTF	Spots/Week	Rate						Ψ+,000.00
		-TWTF	2 2	\$400.00						
		-TWTF	2	\$400.00						
		-TWTF	2	\$400.00						
		-TWTF	2	\$400.00 \$400.00						
9 WISN 10/02/12			~							
		Weekdays	Spots/Week	3-4p		:30		NM	10	\$5,000.00
		-TWTF	2	<u>Rate</u> \$500.00						
Week: 10/08/12 10	0/14/12	-TWTF	2	\$500.00						
	0/21/12	-TW7F	2	\$500.00						
	0/28/12	-TWTF	2	\$500.00						
Week: 10/29/12 11	1/04/12	-TWTF	2	\$500.00				Ī		
10 WISN 10/02/12	11/02/12	DR. OZ		4P-5P		-20				
		Weekdays	Spots/Week	Rate		:30		NM	10	\$6,000.00
		-TWTF	2	\$600.00						
		-TWTF	2	\$600.00						
		-TW1"F	2	\$600.00						
		-TWTF	2	\$600.00				ľ		
		-TWTF	2	\$600.00						
	11/02/12	News M-F 5p		5-530pm		:30		NM	14	\$14,000,00
		<u>Weekdays</u>	Spots/Week	<u>Rate</u>				, 41VI	14	\$14,000.00
		-TWTF -TwTc-	2	\$1,000.00						
		-TWTF -TWTF	3	\$1,000.00				1		
		-TWTF	3 3	\$1,000.00				į		
		11811 -	J	\$1,000.00				l		
								_		

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Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33

Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

*Line Ch Star	t Date End I	Date Descripti	on	Start/End Time	Days	Spots Length Week		<b>T</b>		_
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Lengin vveek	Rate	Type	Spots	Amount
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00				ı		
12 WISN 10/0			5a	5-6A		:30		NM	15	\$5,250.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays -TWTF	Spots/Week	Rate						\$5,250.00
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00				1		
Week: 10/15/12	10/21/12	-TWTF	3 3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350,00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00 \$350.00						
13 WISN 10/02	2/12 11/02/	/12 News M-F		6-630pm		.00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				i		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02			6a	6-7A		:30		NM	15	¢15 000 00
<u>Start Date</u> Week: 10/01/12	End Date	Weekdays	Spots/Week	<u>Rate</u>				1 1111	13	\$15,000.00
Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF -TWTF	3	\$1,000.00						
Week: 10/22/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-7WTF	3 4	\$1,000.00						
15 WISN 10/02			-	\$1,000.00						
Start Date	/12 11/02/ End Date		ent Tonight	630p-7pm		:30		NM	11	\$9,350.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$850.00						, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	te Range	<u>Descriptio</u>		Start/End Time	Weekday	s <u>Length</u>	Poto	T		
1 WISN 10			nent Tonight	630p-7pm	-TuWThF		<u>Rate</u> \$850.00	<u>Type</u> NM		
See MG 2						.00	<del>0000.00</del>	IVIVI		
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/			ing America	7-9a		:30		NM	21	\$21,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate					21	Ψ2 1,000.00
Week: 10/08/12	10/07/12	-TWTF -TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	4 5	\$1,000.00				-		
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00 \$1,000.00						
17 WISN 10/02/		****								
Start Date	End Date	Weekdays	Spots/Week	9-10am		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26/	12 10/26/1	2 2020		Fri 9-10p		-20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$3,000.00
								1		

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	Contract / Revision 939457 /	n <u>Alt Order #</u> 6 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria	I Ca	Original Date / Revision 10/09/12 / 10/09/12

*Line Ch Start Date End Dat	a Dagarintian	0. 45.15		ots/			
		Start/End Time	Days Length We	ek Rate	TypeS	pots	Amount
141	Weekdays Spots/Week	<u>Rate</u> \$3,000,00					
19 WISN 10/08/12 11/05/12	Dancing	Prime Other	:30			_	
	Weekdays Spots/Week	Rate	.30		NM	5	\$25,000.00
Mile of Addresses to a control	1	\$5,000.00					
181 / / / / / / / / / / / / / / / / / /	L 1 L 1	\$5,000.00					
Spot Ch Date Range	<u>Description</u>	\$5,000.00					
3 W/SN 10/22/12-10/28/12		Start/End Time Prime Other	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 19.6	. Durionig	Filine Other	M :30	\$ <del>5,000.00</del>	NM		
6 WISN 10/22/12-10/28/12	Dancing	Mon 7-8p	M :30	\$5,000,00			
⊕ MG for 19.3 10/22	-	, <b>, , ,</b>	.30	\$5,000,00	NM		
	1	\$5,000.00					
	1	\$5,000.00					
20 WISN 10/22/12 10/29/12	Castle	Mon 9-10p	:30		NM	1	£4 000 00
	Veekdays Spots/Week	Rate			14141	1	\$4,000.00
Spot Ch Date Range		\$4,000.00					
1 W/SN 10/22/12-10/28/12	<u>Description</u> Castle	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
Credited	ousile	Mon 9-10p	M: :30	<del>\$4,000.00</del>	NM		
Week: 10/29/12 11/04/12 1	1	\$4,000.00					
21 WISN 10/06/12 11/03/12	Late News Sa 10pm	10-1035p					
Start Date End Date W	Veekdays Spots/Week	Rate	:30		NM	5	\$3,000.00
	1- 1	\$600.00					
	1- 1	\$600.00					
Min t detecte	1- 1 1- 1	\$600.00					
141 / / / / / / / / / / / / / / / / / /		\$600.00					
		\$600.00					
22 WISN 10/13/12 10/13/12 <u>Start Date</u> <u>End Date</u> W		230р-6р	:30		NM	1	\$6,500.00
	<u>/eekdays</u> <u>Spots/Week</u> 1- 1	<u>Rate</u> \$6,500,00					7-10-0.00
Spot Ch Date Range	Description	Start/End Time	Weekdays Length	D-1-	_		
1 W/SN 10/08/12-10/14/12		230p-6p	<u>vVeekdays</u> <u>Length</u> Sa :30	Rate	<u>Type</u>		
See MG 22.2		_00p <b>0</b> p	-3a ,50	<del>\$6,5</del> 00.00	NM		
2 WISN 10/06/12-10/06/12	College Football BADGER	230p-6p	Sa :30	\$6,500.00	NM		
⊕ MG for 22.1 10/13				70,000.00	1444		
N 23 WISN 10/06/12 11/03/12	News Sa 6p-630p	6-630pm	:30		NM	8	\$8,250.00
	<u>eekdays</u> <u>Spots/Week</u> 1- 1	Rate				Ü	Ψ0 <sub>1</sub> 230.00
Spot Ch Date Range	1- 1 Description	\$500.00	187				
	News Sa 6p-630p	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
See MG 23.6	ou op-ooop	6-630pm	Sa :30	<del>\$500.00</del>	NM		
6 WISN 10/01/12-10/07/12	Late News 1030PM	1030p-11p	MTuWThF :30	\$1.250.00	,,,,		
		- 2-6 116		\$1,350.00	NM		
Week: 10/08/12 10/14/12	1- 1	\$500.00					
					ı		

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10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	939457 /	<u>n Alt Order #</u> 6 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
<u>Advertiser</u>		Original Date / Revision

Democratic Senatorial Ca

	<u></u>		,	
*Line Ch Start Data End Data Data Data	_	Spots/		
*Line Ch Start Date End Date Description  Start Date End Date Weekdays Spots/We	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/We Spot Ch Date Range Description	ek Rate Start/End Time	Weekdays 1		
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Weekdays Length Rate		
See MG 23.7,23.8,23.9,23.10	- Jospin	Sa :30 \$500.00	) NM	
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	) NM	
(b) MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	) NM	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThE :30 \$1 500 00		
MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000р-11р	WThF :30 \$1,500.00	NM	
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30 \$900.00	NM	
		***************************************	1414	
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	\$500.00			
Start Date End Date Weekdays Spots/Wee	456-6AM	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Mose	6-630pm	:30	NM 4	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/01/12 10/07/121- 1			'	Ψ2,000.00
Week: 10/08/12 10/14/121- 1	\$700.00 \$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<b>T</b>	
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	<u>vveeкdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$700.00	<u>Type</u> NM	
See MG 23.7,23.8,23.9,23.10	·	οο <del>φ, οο.ο</del> ο	IVIV	
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	\$700.00			
Start Date End Date Weekdays Spots/Wee	6-7a	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	<u>k Rate</u> \$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121 1	\$600.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$600.00			
1,000	\$600.00			
N 27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM 0	\$0.00
Start Date         End Date         Weekdays         Spots/Wee           Week: 10/15/12         10/21/12        1-         1				Ψ0.00
Spot Ch Date Range Description	\$500.00 <u>Start/End Time</u>	Weekdove		
1 WISN 10/15/12-10/21/12 SA 630-7p	630p-7p	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10		Sa :30 \$500.00	NM	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
<u>Spot Ch Date Range Description</u> 2 <i>WISN 10/29/12-11/04/12 SA 630-7p</i>	Start/End Time	Weekdays Length Rate	Туре	
See MG 23.7,23.8,23.9,23.10	630p-7p	Sa :30 \$500.00	NM	
28 WISN 10/13/12 10/27/12 Sat 630-7p	620.7-			
-1α 1	630-7p	:30	NM 2	\$2,000.00

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept to advertising time.



Contract / Revision Alt Order # 939457 / 6 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

						Spots/				
*Line Ch Star				Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	Rate						, arrount
Week: 10/15/12	10/14/12	T-	1 0	\$1,000.00						
Week: 10/22/12	10/28/12	1-	1	\$0.00 \$1,000.00						
29 WISN 10/0	6/12 10/20	/12 ABC Prim	e College Footbal		·····	:30				
Start Date		<u>Weekdays</u>	Spots/Week	Rate		:30		NM	3	\$3,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12	1-	1	\$1,000.00						
Week: 10/15/12	10/14/12 10/21/12		0	\$0.00						
30 WISN 10/1:		2-	2	\$1,000.00				Ī		
Start Date		/12 News Sat <u>Weekdays</u>		7-9am		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	Spots/Week	Rate				i	•	41,000.00
Week: 10/15/12	10/21/12	1-	1	\$450.00 \$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00				1		
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07	7/12 11/04/	12 Late News	10pm	10p-1030p		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	1	1	\$1,60 <u>0.00</u>						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,600.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,600.00				Į.		
32 WISN 10/14		1	1	\$1,600.00						
Start Date	11/04/ End Date	12 Late News Weekdays	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	Spots/Week 1	<u>Rate</u> \$950.00						**,
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14				458-6AM		:30		NB 4		
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		NM	4	\$800.00
Week: 10/15/12	10/14/12 10/21/12	1	1	\$200.00						
Week: 10/13/12	10/21/12	1 1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/			20	\$200.00						
Start Date	End Date	Weekdays	Spots/Week	530-6p		:30		NM	5	\$2,500.00
Week: 10/01/12	10/07/12	1	1	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/				6-7a		:30		NM	5	\$2,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	Rate					Ū	<b>42,000.00</b>
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00 \$400.00				İ		
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/	12 10/21/1:	2 Once		Sun 7-8p		:20				
				r Op		:30		NM	1	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Nolwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 939457 /	<u>On</u> <u>Alt Order #</u> 6 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria	l Ca	Original Date / Revision 10/09/12 / 10/09/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate Tyne	Cnoto	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121	<u>Rate</u>	zuju zungin vvcek	rtate Type	Spots	Amount
	\$2,500.00				
37 WISN 10/07/12 11/04/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week	7-9am	:30	NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	<u>Rate</u> \$400.00				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/08/12 10/14/121 1	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
38 WISN 10/14/12 11/04/12 This Week With George St	ep930-1030am	:30	NINA		00.000.00
Weekdays Spots/Week	<u>Rate</u>	.00	NM	2	\$2,000.00
Mook: 10/15/12 10/04/10	\$1,000.00				
Mook 10/22/12 10/20/12	\$0.00				
Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121 1	\$0.00				
39 WISN 10/09/12 10/23/12 DanceResults	\$1,000.00				
Start Date End Date Weekdays Spots/Week	Tue 7-8p	:30	NM	3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	<u>Rate</u> \$5,000.00				,=0000
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Data T		
1 W/SN 10/08/12-10/14/12 DanceResults	Tue 7-8p		<u>Rate Type</u> 200-00 NM		
See MG 39.3,39.4	ŕ	.50 \$65,6	00.00 NM		
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu :30 \$5.0	MN 00.00		
MG for 40.2,39.1     WISN 10/08/12-10/14/12 DWTS- Judges Analysis		,			
MG for 40,2,39.1	Tue 7-8p	-Tu :30 \$2,5	00.00 NM		
Week: 10/15/12 10/21/12 0	<b>#0.00</b>				
Week: 10/22/12 10/28/12 -1 1	\$0.00 \$5,000.00				
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p				
Start Date End Date Weekdays Spots/Week	Rate	:30	MM	1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p		00.00 NM		
See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results		/-	, ,,,,,		
See MG 40.4	Tue 8-9p	-Tu :30 \$2 <del>,</del> 5	<del>00.00</del> NM		
4 WISN 10/01/12-10/07/12 DWTS	Tuo 7 0n				
® MG for 40.3 10/02	Tue 7-8p	-Tu :30 \$2,5	MN 00.00		
Week: 10/08/12 10/14/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Poto Tura		
2 W/SN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	. — — — — — — — — — — — — — — — — — — —	<u>Rate Type</u> 90:00 NM		
See MG 39.3,39.4		.00	70.00		
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM	2	04.400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	<u>Rate</u>		14101	2	\$4,400.00
Short Oh Date D	\$2,200.00				
1 W/SN 10/01/12-10/07/12 PrivatePractice	Start/End Time	Weekdays Length	Rate Type		
See MG 41.4	Tue 9-10p	-Tu:30 \$2,20	00.00 NM		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th 00			
® MG for 41.1 10/02	111d 3-10p	Th :30 \$2,20	00.00 NM		
Week: 10/08/12 10/14/12 0	\$0.00		į		

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Tune Cuel	
Start Date End Date Weekdays Spots/Week		Days Length Week Rate	Type Spots	Amount
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch <u>Date Range</u> <u>Description</u> 2 W/SN 10/15/12-10/21/12 PrivatePractice	Start/End Time	Weekdays Length Rate	Туре	
Credited Private Private Processing	Tue 9-10p	-Tu :30 \$ <del>2,200.00</del>	NM	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 2	\$6,000.00
Week: 10/15/12 10/21/12 -1 1 <u>Spot Ch Date Range Description</u>	\$3,000.00			
Spot Ch Date Range Description 1 W/SN 10/15/12-10/21/12 HappyEnd	Start/End Time	Weekdays Length Rate	<u>Type</u>	
Credited	Tue 8-9p	-Tu :30 \$3,000.00	NM	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM 1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	Rate		, , , , , , , , , , , , , , , , , , ,	\$7,000.00
	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footba <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>		:30	NM 2	\$2,600.00
Week: 10/29/12 11/04/122- 2	<u>Rate</u> \$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30		
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 2	\$450.00
Week: 10/22/12 10/28/122 2	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         1         1	<u>Rate</u> \$350.00			1000.00
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	-00		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM 4	\$6,400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12         1         1	Rate			\$0,400.00
Week: 10/22/12 10/28/12 1 1	\$1,600.00 \$1,600.00		1	
Week: 10/29/12 11/04/12 1 1	\$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM 4	60.000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12	Rate	.00	NM 4	\$2,000.00
Week: 10/2/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$500.00			
Week: 10/29/12 11/04/12 1 1	\$500.00 \$500.00		1	
Week: 11/05/12 11/11/12 1 1	\$500.00			
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NINA .	
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 1	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00			
51 WISN 10/15/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Meek	M-F 11A-12P	:30	NM 4	\$900,00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12         1         1	<u>Rate</u> \$225.00			1110,00
Week: 10/22/12 10/28/12 1 1	\$225.00 \$225.00			
			I	

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Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accord to advertising which is report to discriminate in the sale of advertising time.



Contract / Revision Alt Order# 939457 / 6 06262067

55255	Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
	Advertiser Democratic Senatoria	Са	Original Date / Revision 10/09/12 / 10/09/12
ion	Chad II ad Time D	Spots/	

*Line Ch Star	t Date End	Date Descript	iion	Start/End Time	Days	Spots/ Length Week	Rate	Types	Chata	Δ
Start Date		<u>Weekdays</u>	Spots/Week	Rate	24,0	Longin week	Nate	Types	pots	Amount
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$225.00				1		
52 WISN 10/2			1	\$225.00						
Start Date			Spots/Week	3-4p		:30		NM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	<u>300(5/44eek</u>	<u>Rate</u> \$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/0		/12 3-4p		3-4p		:30		NM	4	
Start Date Week: 11/05/12		<u>Weekdays</u>	Spots/Week	Rate		.00		INIVI	1	\$500.00
	11/11/12	-1	1	\$500.00						
54 WISN 10/29 Start Date			Constants of	4P-5P		:30		NM	2	\$1,200.00
Week: 10/29/12	11/04/12	<u>Weekdays</u> 1- <b></b> -	Spots/Week	<u>Rate</u> \$600.00						+ 1,200.00
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15	5/12 11/05/	12 News M-F	5p	5-530pm		:30				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1 1	1	\$1,000.00						
56 WISN 10/15			· F -	\$1,000.00						
Start Date	End Date	Weekdays	Spots/Week	5-6A		:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	<u> </u>	<u>Rate</u> \$350.00				ı		
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08			6p	6-630pm		:30		NM	5	\$6.000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate				****	3	\$6,000.00
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00 \$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00				İ		
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15	/12 11/05/	12 News M-F	6a	6-7A		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM	4	\$4,000.00
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/			<u> </u>	\$1,000.00						
Start Date	End Date	Weekdays	oa <u>Spots/Week</u>	6-7A		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	<u>Rate</u> \$1,000.00						
60 WISN 10/22/	/12 11/05/1	2 Entertainm	ent Tonight	630p-7pm		:30		N.18.4	_	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	3	\$2,550.00
Week: 10/22/12	10/28/12	1	1	\$850.00				ŀ		
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$850.00						
				\$850.00						
61 WISN 10/08/ Start Date	12 11/05/1 End Date	2 Good Morn Weekdays	ing America	7-9a		:30		NM	5	\$5,000.00
See See See See See See See See See See	-in Date	*Yeendays	Spots/Week	<u>Rate</u>				Ţ		

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10/09/12

/ 10/09/12



Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots **Amount** Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 \$1,000.00 Week: 10/15/12 10/21/12 \$1,000.00 Week: 10/22/12 10/28/12 1-----1 \$1,000.00 Week: 10/29/12 11/04/12 1 \$1,000.00 Week: 11/05/12 11/11/12 1----\$1,000.00 WISN 11/06/12 11/06/12 Good Morning America :30 NM Start Date 1 \$1,000.00 End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1-1 \$1,000.00 WISN 10/15/12 LIVE WITH KELLY! 11/05/12 9-10am :30 NM \$1,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$450.00 Week: 10/22/12 10/28/12 1----1 \$450.00 Week: 10/29/12 11/04/12 1 \$450.00 Week: 11/05/12 11/11/12 1 \$450.00 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----\$1,000.00 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM 1 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----S-\$1,500.00 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM 1 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1 \$3,000.00 WISN 10/04/12 10/05/12 News M-F 5a :30 NM \$350.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--1 \$350.00 68 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM \$250.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----S-\$250.00 1 WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM 1 \$200.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 ----S 10/07/12 1 \$200.00 WISN 10/04/12 10/05/12 KATIE COURIC M-F 2-3P :30 NM 2 Start Date \$800.00 End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--2 \$400.00 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 ΝM 1 \$1,500.00

Democratic Senatorial Ca

Totals 354 \$321,300.00

NM

1

\$250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	254	\$232,100.00	\$197,285.00
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00
Totals	354	\$321,300.00	\$273,105.00

Weekdays

---TF--

Weekdays

--**-**-S-

INSIDE THE HUDDLE

Spots/Week

Spots/Week

1

Start Date

72 WISN 10/06/12

Start Date

Week: 10/01/12

Week: 10/01/12

End Date

10/07/12

End Date

10/07/12

10/06/12

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

INSIDE HUD 1035

Rate

\$250.00

:30

\$1,500.00

<sup>(</sup> LITE Transactions. IN - INEW, E - Edited, D - Deleted)

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revi	sion	Alt Order #	
	939457 /	6	06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533	
Advertiser  Democratic Senatoria	ıl Ca		ginal Date / Revision 10/09/12 / 10/09/12	

Signature:	Date:	

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

**Great American Media** 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>/iston</u>	1	Alt Order#	
	939457	/ 7	þ	06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #	•	ĺ		
10/02/12 - 11/06/12	1533				
Advertiser			Orio	inal Date /	Revision
Democratic Senatorial Ca	mpaign Com	mittee	10	0/10/12	/ 10/10/12
	Billing Cycle	Billing	Cale	<u>ndar</u>	Cash/Tra de
	EOM/EOC	Broado	cast		Cash
	Station	Accou	nt Ex	<u>recutive</u>	Sales Office
	WISN	Will Hi	ldebi	randt	HRP -Washingto
	Special Handl	ing			
	Demographic				
	Adults 35+				
	IDB#	Advertiser Code		<u>Code</u>	Product Code
	8091	49			53
	Agency Ref	•		<u>Advertiser</u>	Ref

Spots/ \*Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p NM \$3,500.00 End Date Start Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--\$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 13 \$20,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$1,600.00 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Spot Ch Date Range Start/End Time Description Туре Weekdays <u>Length</u> Rate 3 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF---NM :30 \$1,600.00 See MG 23.7.23.8.23.9.23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 11/04/12 -TWTF--Week: 10/29/12 4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM \$6,000.00 End Date Spots/Week Start Date Weekdays Rate -TWTF--Week: 10/01/12 10/07/12 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Spot Ch Date Range <u>Description</u> Start/End Time Weekdays Length Rate Type 3 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 1030p-11p Late News 1030PM

(\* Line Transactions: N = New, E = Edited, D = Deleted)

:30

NM

5

\$4,750.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 06262067

Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Spots/

					Si	oots/			
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days Length W		TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00					
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00					
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00			1		
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00					
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00					
5 WISN 10/02		12 Nightline		11p-1130p	:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate			1		
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00					
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00					
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00					
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00					
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00					
6 WISN 10/02			ON COOPER	M-F 11A-12P	:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00					
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00					
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00					
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$225.00					
	11/04/12	-TWTF	4	\$225.00					
7 WISN 10/09				12P-1P	:30		NM	8	\$2,400.00
Start Date	End Date 10/14/12	Weekdays	Spots/Week	Rate					
Week: 10/08/12 Week: 10/15/12	· - · · · · · · -	-TWTF	2	\$300.00					
Week: 10/15/12	10/21/12 10/28/12	-TWTF	2	\$300.00					
Week: 10/22/12		-TWTF	2	\$300.00					
	11/04/12	-TWTF	2	\$300.00					
8 WISN 10/02				M-F 2-3P	:30		NM	10	\$4,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/08/12	10/07/12	-TWTF	2	\$400.00					
Week: 10/15/12	10/14/12	-TWTF -TWTF	2	\$400.00					
Week: 10/13/12	10/21/12	-TWTF	2	\$400.00					
Week: 10/29/12	11/04/12	-TWTF	2 2	\$400.00					
				\$400,00		······			
9 WISN 10/02		•	0	3-4p	:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate					
Week: 10/08/12	10/07/12	-TWTF	2 2	\$500.00					
Week: 10/05/12	10/21/12	-TWTF	2	\$500.00 \$500,00					
Week: 10/12/12	10/28/12	-TWTF	2	\$500.00			1		
Week; 10/29/12	11/04/12	-TWTF	2	\$500.00			ļ		
·		***************************************							
10 WISN 10/02 Start Date	End Date	12 DR. OZ <u>Weekdays</u>	Spoto Mic ale	4P-5P	:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$600.00					
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00					
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00					
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00					
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00					
N 11 WISN 10/02/			•	5-530pm	:30		NM	15	\$16,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					

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Specified.

Hearst Television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order # Contract / Revision 939457 06262067 Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12	\$1,000.00		1/	
Week: 10/08/12	\$1,000.00		_ !	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 W/SN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$ <del>1,000.00</del>	NM	
See MG 11.15, 11.16, 11.17 4 WISN 10/08/12-10/14/12 News M-F 5p	5-530 <i>pm</i>	-TuWThF :30 \$1,000.00	NM	
See MG 11.15,11.16,11.17	<b></b>			
15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th :30 \$3,000.00	NM	
MG for 13.5,11.3,11.4,3.4,3.3 16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	Sa :30 \$700.00	NM	
→ MG for 13.5,11.3,11.4,3.4,3.3				
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130 <b>-</b> 1230a	F :30 \$500.00	NM	
	\$1,000.00			
Week: 10/15/12	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30	NM 15	TE 250.00
Start Date End Date Weekdays Spots/Week	Rate	.30	14141	\$5,250.00
Week: 10/01/12 10/07/12 -TWTF 2	\$350.00			
Week: 10/08/12	\$350.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$350.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00		i	
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM 13	\$15,600.00
Start Date End Date Weekdays Spots/Week	Rate		1	
Week: 10/01/12	\$1,200.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,200.00	Maria Maria de la constitución d	T	
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 5 WISN 10/08/12-10/14/12 News M-F 6p	Start/End Time 6-630pm	Weekdays Length Rate -TuwThF :30 \$1,200.00	<u>Type</u> <i>NM</i>	
See MG 11.15,11.16,11.17	0-050pm	-10W111F30 <del>\$17200.00</del>	14191	
Week: 10/15/12 10/21/12 -TWTF 3	\$1,200.00		ı	
Week: 10/22/12 10/28/12 -TWTF 3	\$1,200.00			
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00			
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM 15	\$15,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/01/12	\$1,000.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			
Week: 10/22/12	\$1,000.00			
	\$1,000.00			
15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM 11	\$9,350.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$850.00		ı	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuwThF :30 \$850.00	NM	
See MG 23.6				
Week: 10/08/12	\$850.00			
Week: 10/15/12	\$850.00		J	
Week: 10/22/12 10/28/12 -TwTF 2	\$850.00		Ĺ	

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Alt Order# Contract / Revision 939457 06262067 / 7 Contract Dates Product Estimate# DSCC-IE **15**33 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/29/12 11/04/12 -TwTF 3	\$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00
Start Date End Date Weekdays Spots/Week	Rate		1		
Week: 10/01/12	\$1,000.00				
Week: 10/08/12 10/14/12 -TWTF 4	\$1,000.00		1		
Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00				
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00				
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	NM	14	\$6,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$450.00				
Week: 10/08/12 10/14/12 -TWTF 2	\$450.00 \$450.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$450.00				
Week: 10/13/12 10/28/12 -TWTF 3	\$450.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00				
18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	IVIV		\$5,000.00
Week: 10/22/12 10/28/121 1	\$3,000.00				
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30	NM	5	\$25,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/08/12 10/14/12 1 1	\$5,000.00		1		
Week: 10/15/12 10/21/12 1 1	\$5,000.00				
Week: 10/22/12 10/28/12 1 1	\$5,000.00		_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	M:30 \$ <del>5,000.00</del>	NM		
See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing	Man 7 On	M :30 \$5,000.00	NM		
6 WISN 10/22/12-10/28/12 Dancing → MG for 19.3 10/22	Mon 7-8p	35,000.00	INIVI		
Week: 10/29/12 11/04/12 1 1	\$5,000.00				
Week: 11/05/12 11/11/12 1 1	\$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	1	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate	.30	INIVI	'	\$4,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u> Type</u>		
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	м :30 \$ <del>4,000.00</del>	NM		
Credited					
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week	10-1035p	:30	NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM	1	\$6,500.00
Start Date	Rate		ļ		
Week: 10/08/12 10/14/121- 1	\$6,500.00				

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Start Date

See MG 22.2

MG for 22.1 10/13 WISN 10/06/12

See MG 23.6

MG for 15.1,23.1

Start Date

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/08/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

WISN 10/13/12

Start Date

Spot Ch

Spot Ch

Spot Ch

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

<u>Weekdays</u>

<u>Weekdays</u>

----1-

2 WISN 10/06/12-10/06/12 College Football BADGER

<u>Description</u>

News Sa 6p-630p

News Sa 6p-630p

<u>Description</u>

Description

College Football Game #2

Spots/Week

Spots/Week

1

1

Spots/Week

1

1

Rate

Rate

\$500.00

230p-6p

230p-6p

6-630pm

6-630pm

1030p-11p

6-630pm

1030p-11p

1030p-11p

1030p-11p

\$500.00

\$500.00

\$500.00

\$200.00

<u>Rate</u>

456-6AM

\$500.00

Ch Start Date End Date Description

11/03/12

6 WISN 10/01/12-10/07/12 Late News 1030PM

2 W/SN 10/08/12-10/14/12 News Sa 6p-630p

7 WISN 10/10/12-10/12/12 Late News 1030PM

8 WISN 10/10/12-10/12/12 Late News 1030PM

9 WISN 10/10/12-10/12/12 Late News 1030PM

----1-

----1**-**

<u>Weekdays</u>

----1-

Sa 458-6a

End Date

End Date

10/07/12

10/14/12

Date Range

Date Range

See MG 23.7, 23.8, 23.9, 23.10

(f) MG for 25.2,2.4,27.1,27.2,2.3,23.2

(H) MG for 25.2,2.4,27.1,27.2,2.3,23.2

(H) MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar

(f) MG for 25.2,2.4,27.1,27.2,2.3,23.2

10/21/12

10/28/12

11/04/12

End Date

10/14/12

10/07/12

10/14/12

10/21/12

11/03/12

1 WISN 10/01/12-10/07/12

Date Range

1 WISN 10/08/12-10/14/12

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Spots/

:30

Start/End Time Length Week Days Rate Type Spots Amount Start/End Time Weekdays **Length** Rate Type -----Sa--\$6,500.00 NM :30 -----Sa--:30 \$6,500.00 NM :30 NM \$8,250.00 Start/End Time Weekdays Length Rate Type -----Sa--:30 \$500.00 NM MTuWThF----:30 \$1,350.00 NM Start/End Time Weekdays Length Type <u>Rate</u> -----Sa--:30 \$500.00 NM ---WThF----:30 \$1,500.00 NM ---WThF----:30 \$1,500.00 NM ---WThF----:30 \$1,500.00 NM M-Su 6-1030PM -----Sa--:30 \$900.00 NM

NM

4

5

\$800.00

\$2,800.00

\$3,000.00

Week: 10/15/12 10/2	1/121-	1	\$200.00			
Week: 10/22/12 10/2	3/121-	1	\$200.00			
Week: 10/29/12 11/0	4/121-	11	\$200.00			
25 WISN 10/06/12 1	1/03/12 News Sa 6	p-630p	6-630pm	:30		NM
Start Date End	<u>Date</u> <u>Weekdays</u>	Spots/Week	Rate			
Week: 10/01/12 10/0	7/121-	1	\$700.00			
Week: 10/08/12 10/1	4/12 <b>-</b> 1-	1	\$700.00			
Spot Ch Date Rar	ge <u>Descriptio</u>	<u>n</u>	Start/End Time	Weekdays Length	Rate	Туре
2 W/SN 10/08/12	10/14/12 News Sa	Sp-630p	6-630pm	Sa :30	\$700.00	NM
See MG 23.7,23.	8,23.9,23.10		•			
Week: 10/15/12 10/2	1/121-	1	\$700.00			
Week: 10/22/12 10/2	3/121-	1	\$700.00			
Week: 10/29/12 11/0	4/121-	1	\$700.00			
26 WISN 10/06/12 1	1/03/12 Sat GMA		6-7a	:30		NM
Start Date End	Date Weekdavs	Spots/Week	Rate			

\$600.00

\$600.00

\$600.00

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Alt Order# 939457 06262067 / 7 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Contract / Revision

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/121 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM 0	\$0.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        1-         1	<u>Rate</u> \$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 10/15/12-10/21/12 SA 630-7p	630 <i>p-7p</i>	<b></b> Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0	¢0.00			
Week: 10/29/12 11/04/121- 1	\$0.00 \$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Typo	
2 WISN 10/29/12-11/04/12 SA 630-7p	630 <i>p-7p</i>	<u>Weekdays Length Rate</u> sa :30 \$500,00	Type NM	
See MG 23.7,23.8,23.9,23.10	000p-1p	5a50	14141	
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM 2	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	\$2,000.00
Week: 10/08/12 10/14/121- 1	\$1,000.00			
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/121- 1	\$1,000.00			
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal	7-1030p	:30	NM 3	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			, ,==0.00
Week: 10/01/12 10/07/121- 1	\$1,000.00			
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/122- 2	\$1,000.00			
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM 4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$450.00			
Week: 10/15/12 10/21/121- 1	\$450.00		ŀ	
Week: 10/22/12 10/28/121- 1	\$450.00			
Week: 10/29/12 11/04/121- 1	\$450.00			
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	NM 5	\$8,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	φο,000.00
Week: 10/01/12 10/07/121 1	\$1,600.00			
Week: 10/08/12 10/14/121 1	\$1,600.00			
Week: 10/15/12 10/21/121 1	\$1,600.00			
Week: 10/22/12 10/28/121 1	\$1,600.00			
Week: 10/29/12 11/04/121 1	\$1,600.00			
32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p	:30	NM 4	\$3,800.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1	Rate			
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$950.00			
Week: 10/22/12 10/28/121 1	\$950.00			
Week: 10/29/12 11/04/121 1	\$950.00 \$950.00			
33 WISN 10/14/12 11/04/12 Su 458-6a				
Start Date End Date Weekdays Spots/Week	458-6AM Rate	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121 1	\$200.00			
Week: 10/15/12 10/21/121 1	\$200.00			
Week: 10/22/12 10/28/121 1	\$200.00			
Week: 10/29/12 11/04/121 1	\$200.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Alt Order # Contract / Revision 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	:30	NM	5	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12	\$500.00				
Week: 10/08/12 10/14/121 1	\$500.00				
Week: 10/15/12 10/21/121 1	\$500.00				
Week: 10/22/12 10/28/121 1	\$500.00				
Week: 10/29/12 11/04/121 1	\$500.00				
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/121 1	\$400.00				
Week: 10/08/12 10/14/121 1	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				•
Week: 10/15/12 10/21/121 1	\$2,500.00				
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/121 1	\$400.00				
Week: 10/08/12 10/14/121 1	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
38 WISN 10/14/12 11/04/12 This Week With George St	ep930-1030am	:30	NM	2	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate		1		. – ,
Week: 10/08/12 10/14/121 1	\$1,000.00				
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 0	\$0.00		- 1		
Week: 10/29/12 11/04/121 1	\$1,000.00				
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	NM	3	\$12,500,00
Start Date End Date Weekdays Spots/Week	Rate		,	-	V.2,000.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре		
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu :30 \$ <del>5,000.00</del>	NM		
See MG 39.3,39.4					
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu :30 \$5,000.00	NM		
→ MG for 40.2,39.1					
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu :30 \$2,500.00	NM		
⊕ MG for 40.2,39.1					
Week: 10/15/12 10/21/12 0	\$0.00				•
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30	NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate	•			. ,
Week: 10/01/12 10/07/12 -1 1	\$2,500.00				

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Alt Order# Contract / Revision 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type:	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate Type</u>		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30 <del>\$2,</del>	,500.00 NM		
See MG 40.3					
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30 \$ <del>2</del> ,	<del>,500.00</del> NM		
See MG 40.4					
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30 \$2,	,500.00 NM		
→ MG for 40.3 10/02					
Week: 10/08/12 10/14/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate Type</u>		
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu :30 \$ <del>2</del> ,	<del>,500.00</del> NM		
See MG 39.3,39.4					
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM	2	\$4,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u>	<u>Rate Type</u>		
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2	<del>,200.00</del> NM		
See MG 41.4	WI	l 00 00			
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2	,200.00 NM		
MG for 41.1 10/02	00.00				
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2	<del>',200.00</del> NM		
Credited Week: 10/22/12 10/28/12 0	#0.00				
7700111 70122112	\$0.00				
	\$2,200.00				
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM	2	\$6,000.00
Week: 10/15/12	Rate				
	\$3,000.00	Maria Indones Barrado	D.4. 7		
Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd	Start/End Time	Weekdays Length	Rate Type		
Credited To 15/12-10/21/12 ⊓appy∈nd	Tue 8-9p	-Tu :30 \$3	,000.00 NM		
Week: 10/22/12 10/28/12 -1 1	\$3,000.00				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2		:30	NM.	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00				
	•				
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	•	:30	MM	2	\$2,600.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/29/12 11/04/122- 2	\$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	2	\$450.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/122 2	\$225.00				
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/12 1 1	\$350.00				
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	MM	1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 11/05/12 11/11/12 -1 1	\$350.00				

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Contract / Revision Alt Order# 939457 06262067 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Start   Date   End Date   End Date   Date	which on our but Finds	naka masadakan	Object Fine	Spots/	D - 1 - T		
As   MISN 10/16/12   11/06/12		· · · · · · · · · · · · · · · · · · ·		e Days Length Week	Rate Type S	pots	Amount
Start Date   End Date   Meekdays   Snots/Week   Rate		Various grant and an analysis					
Week: 10/16/12   10/21/12   1			•	:30	NM	4	\$6,400.00
Week: 1072/12   1072/12   1							
Week: 1075912			·				
Week: 11/05/12		1					
10-11 am   30   NM   3-2,000.00		1	· · ·				
Siart Date	49 WISN 10/15/12 11/05	/12 The View	10-11am	:30	NM	4	\$2 000 00
Week: 1076742   1072172   1				.50	14.00	7	\$2,000.00
Week: 11/05/12							
Section   Sect	Week: 10/22/12 10/28/12	1	i \$500.00				
10-11am   30   30   30   30   30   30   30   3	Week: 10/29/12 11/04/12	1	\$500.00				
Start Date   End Date   Weekdays   Spots/Week   Rate   S500.00	Week: 11/05/12 11/11/12	1	1 \$500.00				
Meek: 11/05/12   11/11/12   ADDERSON COOPER   M-F 11A-12P   30   NM   4   \$900.00	50 WISN 11/06/12 11/06	/12 The View	10-11am	:30	NM	1	\$500.00
S1							
Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week   10/15/12   10/21/12   1   1   S225.00	Week: 11/05/12 11/11/12	-1	\$500.00				
Week: 10/15/12   10/21/12   1   1   \$225.00     Week: 10/29/12   11/04/12   1   1   \$225.00     Week: 10/29/12   11/04/12   1   1   \$225.00     Week: 11/05/12   11/11/12   1   1   \$225.00     Start Date	51 WISN 10/15/12 11/05			:30	NM	4	\$900.00
Week: 10/22/12   10/28/12   1   1   \$225.00							
Week: 10/29/12	-	-					
Week: 11/05/12   11/11/12   1   1   \$225.00		1			į		
Start Date   End Date   Weekdays   Spots/Week   Rate   Week   107/5/12   11/05/12   11		1					
Start Date   End Date   Weekdays   Spots/Week   S500.00			-			_	
Week: 10/29/12   11/06/12   11/		•	· ·	:30	NM	2	\$1,000.00
Week: 11/05/12   11/11/12   1   1   \$500.00		1					
Sam   Sam		1			i		
Start Date   End Date   Third   Thir	•	/12 3-4n		·30	NIM	1	\$500.00
Week: 11/05/12   11/11/12   11/05/12   DR. OZ   Spots/Week   Rate   Section   Start Date   End Date   Week: 10/15/12   11/05/12   11/05/12   11/05/12   11/05/12   11/05/12   11/05/12   11/05/12   11/05/12   11/05/12   11/05/12   11/05/12   11/05/12   News M-F 5p   5-530pm   :30   NM   4   \$4,000.00   Start Date   End Date   Weekdays   Spots/Week   Start Date   End Date   Weekdays   Spots/Week   Start Date   11/05/12   11/05		•		.50	IAIM	ı	\$500.00
Neek: 10/29/12   11/04/12   1   1   \$600.00							
Neek: 10/29/12	54 WISN 10/29/12 11/05	/12 DR. OZ	4P-5P	:30	NM	2	\$1.200.00
Week: 10/29/12 11/04/12 11/05/12 11/04/12 1 1 \$600.00       11/04/12 1 1 \$600.00         Week: 11/05/12 11/05/12 11/05/12 News M-F 5p       5-530pm       :30       NM       4 \$4,000.00         Start Date Weekdays Spots/Week: 10/15/12 10/21/12 1 1 \$1,000.00       Rate \$1,000.00       10/21/12 1 1 \$1,000.00       1 \$1,000.00         Week: 10/29/12 11/04/12 1 1 \$1,000.00       1 \$1,000.00       1 \$1,000.00       1 \$1,000.00         Week: 11/05/12 11/11/12 1 1 \$1,000.00       1 \$1,000.00       1 \$1,000.00       1 \$1,000.00         Week: 10/15/12 11/05/12 News M-F 5a Start Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 \$350.00       Rate S350.00       1 \$350.00         Week: 10/29/12 11/04/12 1 1 \$350.00       1 \$350.00       1 \$350.00         Week: 11/05/12 11/04/12 1 1 \$350.00       1 \$350.00         Week: 11/05/12 11/04/12 1 1 \$350.00       1 \$350.00         Week: 11/05/12 11/04/12 1 1 \$350.00       1 \$360.00         Week: 11/05/12 11/04/12 1 1 \$350.00       1 \$350.00         Week: 11/05/12 11/04/12 1 1 \$350.00       1 \$360.00         Week: 11/05/12 11/04/12 1 1 \$350.00       1 \$360.00				.50		-	Ψ1,200.00
55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00		1	\$600.00				
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/15/12         10/21/12         1         1         \$1,000.00           Week: 10/22/12         10/28/12         1         1         \$1,000.00           Week: 10/29/12         11/04/12         1         1         \$1,000.00           Week: 11/05/12         11/11/12         1         1         \$1,000.00           56 WISN 10/15/12         11/05/12         News M-F 5a         5-6A         :30         NM         4         \$1,400.00           Start Date         End Date         Weekdays         Spots/Week         Rate         Rate         Week: 10/15/12         10/21/12         1         1         \$350.00           Week: 10/29/12         11/04/12         1         1         \$350.00         S350.00         NM         5         \$6,000.00           57 WISN 10/08/12         11/11/12         News M-F 6p         6-630pm         :30         NM         5         \$6,000.00           Start Date         End Date         Weekdays         Spots/Week         Rate         Rate         NM         5           Week: 10/08/12         10/14/12         1         1         \$1,2	Week: 11/05/12 11/11/12	1	1 \$600.00				
Start Date   End Date   Weekdays   Spots/Week   Rate   \$1,000.00	55 WISN 10/15/12 11/05	/12 News M-F 5p	5-530pm	:30	NM	4	\$4,000.00
Week: 10/22/12       10/28/12       1       1       \$1,000.00         Week: 10/29/12       11/04/12       1       1       \$1,000.00         Week: 11/05/12       11/11/12       1       1       \$1,000.00         S6 WISN 10/15/12 11/05/12 News M-F 5a       5-6A       :30       NM       4       \$1,400.00         Start Date Neek: 10/15/12 10/21/12       Neekdays Neek: 10/22/12       1       \$350.00         Week: 10/29/12 11/04/12 1       1       \$350.00         Week: 11/05/12 11/11/12 1       1       \$350.00         57 WISN 10/08/12 11/05/12 News M-F 6p       6-630pm       :30       NM       5       \$6,000.00         Start Date End Date End Date Neekdays Neeks       Spots/Week Neeks       Rate Neeks       Rate Neeks       \$1,200.00			<u>Week</u> <u>Rate</u>				
Week: 10/29/12       11/04/12       1       1       \$1,000.00         Week: 11/05/12       11/11/12       1       1       \$1,000.00         56 WISN 10/15/12 11/05/12 News M-F 5a       5-6A       :30       NM       4       \$1,400.00         Start Date Week 10/15/12       End Date Meekdays       Spots/Week Rate Spots/Week Sp		-					
Week: 11/05/12       11/11/12       1 \$1,000.00         56       WISN 10/15/12       11/105/12       News M-F 5a       5-6A       :30       NM       4 \$1,400.00         Start Date Week: 10/15/12       End Date Usekidays       Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week       8350.00       NM       4 \$1,400.00         Week: 10/22/12       10/28/12       1 1       \$350.00       Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Week: 11/05/12       11/11/12       1 1       \$350.00         57       WISN 10/08/12       11/05/12       News M-F 6p Spots/Week Rate Spots/Week Rate Week: 10/08/12       6-630pm Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spo		<del>-</del>	•			•	
56 WISN 10/15/12       11/05/12       News M-F 5a       5-6A       :30       NM       4       \$1,400.00         Start Date Week: 10/15/12       End Date Weekdays       Spots/Week Rate       Rate         Week: 10/15/12       10/21/12       1       1       \$350.00         Week: 10/29/12       11/04/12       1       1       \$350.00         Week: 11/05/12       11/11/12       1       1       \$350.00         57 WISN 10/08/12       11/05/12       News M-F 6p       6-630pm       :30       NM       5       \$6,000.00         Start Date Week: 10/08/12       End Date Weekdays       Spots/Week Rate Spots/Week       Rate Spots/Week Rate Spots/Week Spots/We		<del>-</del>	· · · · · · · · · · · · · · · · · · ·				
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/15/12         10/21/12         1         1         \$350.00           Week: 10/29/12         10/28/12         1         1         \$350.00           Week: 10/29/12         11/04/12         1         1         \$350.00           Week: 11/05/12         11/11/12         1         1         \$350.00           57 WISN 10/08/12         11/05/12         News M-F 6p         6-630pm         :30         NM         5         \$6,000.00           Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/08/12         10/14/12         1         1         \$1,200.00							
Week: 10/15/12       10/21/12       1       1       \$350.00         Week: 10/22/12       10/28/12       1       1       \$350.00         Week: 10/29/12       11/04/12       1       1       \$350.00         Week: 11/05/12       11/11/12       1       1       \$350.00         57 WISN 10/08/12       11/05/12 News M-F 6p       6-630pm       :30       NM       5       \$6,000.00         Start Date Veek: 10/08/12       End Date Veekdays Spots/Week S1,200.00       Rate S1,200.00       Rate S1,200.00       NM       5       \$6,000.00				:30	NM	4	\$1,400.00
Week: 10/22/12       10/28/12       1       1       \$350.00         Week: 10/29/12       11/04/12       1       1       \$350.00         Week: 11/05/12       11/11/12       1       1       \$350.00         57 WISN 10/08/12       11/05/12       News M-F 6p       6-630pm       :30       NM       5       \$6,000.00         Start Date Veek: 10/08/12       End Date Veekdays Spots/Week Veek: 10/08/12       Rate S1,200.00       \$1,200.00       \$1,200.00							
Week: 10/29/12       11/04/12       1       1       \$350.00         Week: 11/05/12       11/11/12       1       1       \$350.00         57 WISN 10/08/12       11/05/12       News M-F 6p       6-630pm       :30       NM       5       \$6,000.00         Start Date Veek: 10/08/12       End Date Veekdays Spots/Week (November 10/14/12)       Rate (November 10/14/12)       November 10/14/12       S1,200.00		1					
Week: 11/05/12       11/11/12       1       1 \$350.00         57 WISN 10/08/12       11/05/12 News M-F 6p       6-630pm       :30       NM       5 \$6,000.00         Start Date Week 10/08/12       End Date 10/14/12       Weekdays Spots/Week 1       Rate 11/05/00.00       \$1,200.00		1					
57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000.00  Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1 \$1,200.00		_					
<u>Start Date End Date Weekdays Spots/Week Rate</u> Week: 10/08/12 10/14/12 1 1 \$1,200.00		/12 News M-F 6n		·20	KINA	_	\$6,000,00
Week: 10/08/12 10/14/12 1 1 \$1,200.00				.50	INIVI	b	00.000,00
	Week: 10/15/12 10/21/12	1					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 06262067 939457 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$1,200.00			
Week: 10/29/12 11/04/12 1 1	\$1,200.00			
Week: 11/05/12 11/11/12 1 1	\$1,200.00			
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	:30	NM 4	\$4,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Ψ1,000.00
Week: 10/15/12 10/21/12 1 1	\$1,000.00			
Week: 10/22/12	\$1,000.00			
Week: 10/29/12	\$1,000.00 \$1,000.00			
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30	NM 1	£1 000 00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 1	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
60 WISN 10/22/12 11/05/12 Entertainment Tonight	630p-7pm	:30	NM 3	\$2,550.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12	\$850.00 \$850.00			
Week; 11/05/12 11/11/12 1 1	\$850.00			
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a	:30	NM 5	\$5,000,00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	\$5,000.00
Week: 10/08/12 10/14/12 1 1	\$1,000.00			
Week: 10/15/12 10/21/12 1 1	\$1,000.00			
Week: 10/22/12	\$1,000.00		İ	
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$1,000.00 \$1,000.00			
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	•30	NIA 1	#4.000.00
Start Date End Date Weekdays Spots/Week	Rate	:30	NMI 1	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	Rate			
Week: 10/15/12	\$450.00 \$450.00			
Week: 10/29/12 11/04/12 1 1	\$450.00 \$450.00			
Week: 11/05/12 11/11/12 1 1	\$450.00			
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		······	Ψ1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00			
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p	:30	NM 1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1,500.00			
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM 1	#2.000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 1	\$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00			
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM 1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	Rate			
	\$350.00			
68 WISN 10/06/12 10/06/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM Rate	:30	NM 1	\$250.00
Week: 10/01/12 10/07/12S- 1	\$250.00			
			L	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

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Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount End Date Start Date Weekdays Spots/Week Rate WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM \$200.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 \$200.00 10/07/12 70 WISN 10/04/12 10/05/12 KATIE COURIC M-F 2-3P :30 NM \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 2 \$400.00 71 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM \$1,500.00 Spots/Week Start Date **End Date** Weekdays Rate Week: 10/01/12 10/07/12 \$1,500.00 ---TF--1 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035| :30 NM \$250.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/01/12 10/07/12 ----\$-1 \$250.00 352 Totals \$321,300.00

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 252 \$232,100.00 \$197,285.00 10/29/12 -11/06/12 100 \$89,200.00 \$75,820.00 Totals 352 \$321,300.00 \$273,105.00

Signature:	Date:	
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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

#### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

# AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and qualify standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemptated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

# 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

# GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnis	hed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except	after its prior approval.

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

\$4,750.00

# CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/12/12 / 10/12/12 Billing Calendar Billing Cycle Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Spots/ \*Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount General Hospital WISN 10/02/12 11/02/12 2-3pm/1-2p :30 NM \$3,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF-2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 13 \$20,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--\$1,600.00 Spot Ch Date Range Description Start/End Time Weekdays Length <u>Type</u> Rate 3 W/SN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600,00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 12 \$6,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/01/12 10/07/12 \$500.00 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Туре 3 W/SN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--\$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 / 8 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 153**3** 

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start		ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate				ľ		
Week: 10/08/12	10/11/12	-TWTF	1	\$950.00 \$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00 \$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02				11p-1130p		-20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	8	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				į		
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				į		
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	/12 11/02/	12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				````	1.4	ψο, 150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$225.00						
***************************************	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/				12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/15/12	10/14/12	-TWTF	2 2	\$300.00 \$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/		***************************************		M-F 2-3P		.00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00				l		
9 WISN 10/02/				3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				, , , , ,		Ψο,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12 10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	2 2	\$500.00						
	****			\$500.00						
10 WISN 10/02/ Start Date	/12 11/02/1 End Date	2 DR. OZ Weekdays	C4-081I	4P-5P		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/				5-530pm		:30		N IS A	45	040.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		٥٥.		NM	15	\$16,200.00
-								ı		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 / 8 06262067

Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/12 -TWTF 2	\$1,000.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 W/SN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuwThF :30 \$ <del>1,000.00</del>	NM	
See MG 11.15,11.16,11.17	F F00			
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530 <i>pm</i>	-TuWThF :30 \$ <del>1,000.00</del>	NM	
See MG 11.15,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonight	M Cu 520 65	Th :30 \$3.000.00		
(h) MG for 13.5,11.3,11.4,3.4,3.3	M-Su 530-6p	Th :30 \$3,000.00	NM	
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	Sa :30 \$700.00	NM	
® MG for 13.5,11.3,11.4,3.4,3.3	114-250	3a50 \$100.00	IAIAI	
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F:30 \$500.00	NM	
⊕ MG for 13.5,11.3,11.4,3.4,3.3	1100 12000	.50 \$500.00	TAIVI	
Week: 10/15/12	\$1,000.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	-20	104	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 15	\$5,250.00
Week: 10/01/12	\$350.00			
Week: 10/08/12	\$350.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$350.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00			
13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM 13	\$15,600.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	Ψ13,000.00
Week: 10/01/12	\$1,200.00			
Week: 10/08/12	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuWThF :30 <i>\$1</i> ,200.00	NM	
See MG 11.15,11.16,11.17				
Week: 10/15/12 10/21/12 -TWTF 3	\$1,200.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$1,200.00			
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00			
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM 15	\$15,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1	,555.56
Week: 10/01/12	\$1,000.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00			
Week: 10/29/12	\$1,000.00			
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM 10	\$8,500.00
Start Date End Date Weekdays Spots/Week	Rate			, <del>-</del>
Week: 10/01/12	\$850.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM	
See MG 23.6 Week: 10/08/12	<b>6050.00</b>		l	
	\$850.00	Manhalan Laurett	_	
Spot Ch Date Range Description 4 WISN 10/08/12-10/14/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length Rate -TuwThF :30 \$850-00	<u>Type</u>	
See MG 31.6	ουυρ- <i>1</i> pm	-TuWThF :30 \$850.00	NM	
000 110 0 110			l	

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Contract / Revision Alt Order# 939457 06262067 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/12/12 / 10/12/12 Democratic Senatorial Ca

*Line Ch Start		ate Descriptio	n	Start/End Time	Days	Spot Length Wee		TypeS	Spots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays -TWTF	Spots/Week 3	<u>Rate</u> \$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02			ing America			.20				•••
Start Date	End Date	Weekdays	Spots/Week	7-9a Rate		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00				İ		
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000,00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WITH	KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	Weekdays	Spots/Week	Rate				''"	17	Ψ0,500.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week; 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00	···					
18 WISN 10/26				Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08				Prime Other		:30		NM	5	\$25,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate F5 000 00				1		
Week: 10/15/12	10/14/12	1	1	\$5,000.00 \$5,000.00				1		
Week: 10/22/12	10/21/12	1	1	\$5,000.00 \$5,000.00						
	ate Range	Description	•	Start/End Time	Mookda	ue Longth	Data	T. 15. 5		
	V22/12-10/28		<u>.</u>	Prime Other	Weekda M		<u>Rate</u> \$5,000.00	<u>Type</u>		
See MG 1		712 Danoing		rinne Onler	4	.30	<del>00,000.00</del>	NM		
6 WISN 10		/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
MG for 19.						.00	00,000.00	1 4141		
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
20 WISN 10/22	/12 10/29/	12 Castle		Mon 9-10p		:30	-	NM	1	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		11111	Ī	Ψ4,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00				1		
	ate Range	<u>Description</u>	<u>1</u>	Start/End Time	<u>Weekda</u>	<u>ys Length</u>	<u>Rate</u>	<u>Type</u>		
	V22/12-10/28	/12 Castle		Mon 9-10p	M	:30	\$ <del>4,000.00</del>	NM		
Credited		-						į.		
Week; 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06				10-1035p		:30		NM	5	\$3,000.00
Start Date	End Date	Weekdays 1-	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	_	1	\$600.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1- 1-	1	\$600.00						
Week: 10/13/12	10/21/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1 <del>-</del>	1	\$600.00						
				\$600.00						
22 WISN 10/13		-	otball Game #2	230p-6p		:30		NM	1	\$6,500.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$6,500.00						
		-	•	90,000.00						

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Contract / Revision Alt Order# 939457 06262067 / 8 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 WISN 10/08/12-10/14/12 College Football Game #2	230 <i>p-6p</i>	Sa :30 \$	5 <del>6,500.00</del> NM		
See MG 22.2	000.0				
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$	6,500.00 NM		
⊕ MG for 22.1 10/13			······································		
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	8	\$8,250.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        1-         1	<u>Rate</u> \$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30	\$500.00 NM		
See MG 23.6				1	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$	\$1,350.00 NM		
⊕ MG for 15.1,23.1	0500.00				
Week: 10/08/12 10/14/121- 1	\$500.00	344			
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type	•	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p See MG 23.7,23.8,23.9,23.10	6-630pm	Sa :30	\$500.00 NM		
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF- <b></b> - :30 \$	\$1,500.00 NM		
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030р-11р		\$1,500.00 NM	ł	
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$	61,500.00 NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2			144	1	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$	\$1,500.00 NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2					
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30	\$900.00 NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2				1	
Week: 10/15/12 10/21/121- 1	\$500.00				
Week: 10/22/12 10/28/121- 1	\$500.00				
Week: 10/29/12 11/04/121- 1	\$500.00			]	
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM	4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate				
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$200.00			1	
Week: 10/13/12 10/28/121- 1	\$200.00 \$200.00				
Week: 10/29/12 11/04/121- 1	\$200.00				
				4	
25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM	4	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00				
Week: 10/08/12 10/14/121- 1	\$700.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type	,	
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30	\$700.00 NM	-	
See MG 23.7,23.8,23.9,23.10		00	\$1.50.00 /VIV		
Week: 10/15/12 10/21/121- 1	\$700.00				
Week: 10/22/12 10/28/121- 1	\$700.00				
Week: 10/29/12 11/04/121- 1	\$700.00				
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate		1 117	Ī	40,000.00
Week: 10/01/12 10/07/121- 1	\$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00			1	

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 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/12/12 / 10/12/12

						Spots	s/			
*Line Ch Start	Date End D	ate Description	1	Start/End Time	Days	Length Weel	k Rate	TypeS	oots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20		•		6 <b>3</b> 0p-7p		:30		NM	0	\$0.00
<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$500.00						
	ite Range	<u>Description</u>		Start/End Time	Weekday		<u>Rate</u>	<u> Type</u>		
		/12 SA 630-7p		630p-7p		-\$a :30	<del>\$500.00</del>	NM		
	3.7,23.8,23.9	),23.10	•	<b>*</b> 0.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	0	\$0.00						
	ite Range	1-		\$500.00	1Afaalcilas		D-4-	T		
		Description //12 SA 630-7p		Start/End Time 630p-7p	Weekday		<u>Rate</u> \$500.00	Type		
	3.7,23.8,23.9	•		030p-7p		-5a50	<del>\$500.00</del>	NM		
28 WISN 10/13				620 7n		-20			•	
Start Date	End Date	Weekdays	Spots/Week	630-7p Rate		:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06	/12 10/20/1	12 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	J	Ψ5,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13	/12 11/03/	12 News Sat 7-	·9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12	<b>1-</b>	1	\$450.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	1- 1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00 \$450.00						
***************************************			1							
N 31 WISN 10/07 Start Date	End Date	12 Late News 1 Weekdays	Spots/Week	10p-1030p		:30		NM	5	\$8,850.00
Week: 10/01/12	10/07/12	1	<u>Spots/vveek</u> 1	<u>Rate</u> \$1,600.00				1		
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Spot Ch Da	te Range	Description	-	Start/End Time	Weekda	ys <u>Length</u>	Rate	<u>Ту</u> ре		
		/12 Late News	10 <i>pm</i>	10p-1030p		<del></del>	\$1,600.00	NM		
See MG 3	1.6		·				•			
_		/12 World News	s Tonight	M-Su 530-6p	M	:30	\$2,450.00	NM		
	•	_								
Week: 10/15/12		_	1	\$1,600.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	<u> </u>	\$1,600.00						
32 WISN 10/14				1030p-11p		:30		NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$950.00				1		
Week: 10/15/12	10/14/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14	····	12 Su 458-6a		458-6AM		:30		NM	4	\$800.00
	+ "					.50		1.4141	~	90,00,00

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 / 8 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Descriptio	'n	Start/End Time	Days	Spot Length Wee		TypeS	nata	A may unt
Start Date	End Date	Weekdays	Spots/Week	Rate	Dayo	congui vice	ik rate	турео	pots	Amount
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	<del></del> 1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07	/12 11/04/ <sup>-</sup>	12 News Sun	530pm	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,_,,,,,,,,,
Week: 10/01/12 Week: 10/08/12	10/07/12	<b></b> 1	1	\$500.00						
Week: 10/15/12	10/14/12 10/21/12	<b></b> 1 <b>-</b> 1	1	\$500.00						
Week: 10/13/12	10/21/12	1	1	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00 \$500.00						
35 WISN 10/07										
Start Date	End Date	Weekdays	Spots/Week	6-7a <u>Rate</u>		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	<b></b> 1	1	\$400.00						
Week: 10/15/12	10/21/12	<del></del> 1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21.	/12 10 <i>/</i> 21/	12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				.,,,,,	•	\$2,500.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07				7-9am		:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate						,
Week: 10/08/12	10/07/12 10/14/12	1 1	1	\$400.00						
Week: 10/15/12	10/14/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00 \$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14/		12 This Week	With George Ste			-00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	<del>1</del>	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/	/12 10/23/1		lts	Tue 7-8p		:30		NM	3	\$12,500.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					·	Ψ12,300.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
	te Range	<u>Description</u>		Start/End Time	<u>Weekda</u>		<u>Rate</u>	<u>Type</u>		
See MG 3		/12 DanceRes	uits	Tue 7-8p	-Tu	:30	\$5,000.00	NM		
		/12 DWTS Res	ulte	Tue 8-9p	<del>-</del> Tu	.00	#E 000 00			
		TIE DIVITORICS	ouita	rue o-ap	<del>-</del> 1u	:30	\$5,000.00	NM		
4 WISN 10		/12 DWTS- Jud	dges Analysis	Tue 7-8p	<del>-</del> Tu	:30	\$2,500.00	NM		
MG for 40.			,	· • • •		.50	Ψ2,000.00	LAIM		
Week: 10/15/12	10/21/12		0	\$0.00				1		
Week: 10/22/12	10/28/12	-1	1	\$5,000.00				1		
40 WISN 10/02/	12 10/09/1	2 HappyEnd		Tue 8-9p		:30		NM	1	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				1 4111	,	Ψ2,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00				1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Start Date

Week: 11/05/12

End Date

11/11/12

Weekdays

Spots/Week

 Contract / Revision
 Alt Order #

 939457 / 8
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/12/12 / 10/12/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week <u>Rate</u> Spot Ch Start/End Time Date Range Description <u>Weekdays</u> Length Rate <u>Type</u> 1 WISN 10/01/12-10/07/12 HappyEnd Tue 8-9p -Tu-----:30 \$2,500.00 NM See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results Tue 8-9p -Tu-----:30 \$2,500.00 NM ⊕ See MG 40.4 4 WISN 10/01/12-10/07/12 DWTS Tue 7-8p -Tu-----:30 \$2,500.00 NM MG for 40.3 10/02 Week: 10/08/12 10/14/12 \$2,500.00 Spot Ch Date Range **Description** Weekdays Start/End Time Length Rate <u>Type</u> 2 WISN 10/08/12-10/14/12 HappyEnd Tue 8-9p -Tu-----:3∩ \$2,500.00 NM See MG 39.3,39.4 41 WISN 10/02/12 PrivatePractice 10/30/12 Tue 9-10p :30 NM \$4,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$2,200.00 Spot Ch Description Date Range Start/End Time Weekdays Length Rate Type 1 WISN 10/01/12-10/07/12 **PrivatePractice** Tue 9-10p -Tu -----\$2,200.00 :30 NM See MG 41.4 4 WISN 10/01/12-10/07/12 Scandal Thu 9-10p ----Th----:30 \$2,200.00 NM MG for 41.1 10/02 Week: 10/08/12 10/14/12 0 \$0.00 Week: 10/15/12 10/21/12 \$2,200.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Type</u> 2 WISN 10/15/12-10/21/12 PrivatePractice Tue 9-10p -Tu-----:30 \$2,200,00 NM Credited Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 -1----11/04/12 1 \$2,200.00 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p :30 NM 2 \$6,000.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/15/12 10/21/12 \$3,000.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate <u>Type</u> 1 WISN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu-----:30 \$3,000.00 NM Credited Week: 10/22/12 10/28/12 -1.----\$3,000.00 Week: 10/29/12 -1----11/04/12 \$3,000.00 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p :30 NM \$7,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1**-**\$7,000,00 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7-1030p :30 NM \$2,600,00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 **--**--2-2 \$1,300.00 45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM 2 \$450.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 **--**---2 2 \$225.00 46 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p NM \$350.00 Start Date Weekdays End Date Spots/Week Rate Week: 10/22/12 10/28/12 \$350.00 47 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p .30 NM 1 \$350,00

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Rate

\$350.00

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Contract / Revision Alt Order # 939457 06262067 / 8

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/12/12 / 10/12/12

Start Date	*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeSpots	Amount
Sign Date   End Date   Meek (2017)   2   2017   2   2   1   1   1   1   1   1   1   1		ek <u>Rate</u>			
Week: 10715172   1027172   1027172   1			:30	NM 4	\$6,400.00
Week: 10/28/12   10/28/12   1	<u> </u>				**,************************************
Week: 10/29/12   11/04/12   1					
Week: 11/05/12	Week: 10/29/12 11/04/12 1 1				
Start Date   End Date   Weekedays   Spots/Week   Rate   Spots   Week: 10/15/12   1   1   Spots	Week: 11/05/12 11/11/12 1 1				
Meek: 1015/12   1015/12   1015/12   1015/12   1   1   \$500.00	49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NIM 4	¢2 000 00
Week: 10/22/12   10/28/12   11			.50	14(4)	\$2,000.00
Week: 17/05/12   11/05/12   11/05/12   1   1   1   1   1   1   1   1   1	· · · - · · - · · · · · · · · · · ·			1	
Meek: 11/05/12	1				
10-11					
Start Date   End Date   Weekdays   Spots/Week   Spots/W					
Section   Sect	01 10 1		:30	NM 1	\$500.00
Start Date   End Date   Weekdays   Spots/Week   Rate   S225.00	101-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1				
Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week   Color   Start Date   End Date   Weekdays   Spots/Week   Spots/Wee		M-F 11A-12P	:30	NM 4	£000 00
Week: 10729/12   10728/12   1   1   \$225.00		<u>k Rate</u>	.00	14141 4	\$900.00
Week: 10/29/12					
Meek: 11/05/12	•				
Second Start Date   Find Date   Meek days   Spots/Week   Rate   Start Date   Meek   10/29/12   11/05/12   11	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1				
Start Date   End Date   Weekdays   11/06/12   11/06/1		· · · · · · · · · · · · · · · · · · ·			
Week: 10/29/12			:30	NM 2	\$1,000.00
Week: 11/05/12	18/2-1- 40/00/40				
Start Date   End Date   Weekdays   Spots/Week   Spots/W	Week: 11/05/12 11/11/12 1 1				
Start Date   End Date   Weekdays   Spots/Week   1	- · · · · · · · · · · · · · · · · · · ·	3-4p	:30	NIM 1	\$500.00
Start Date   End Date   Meekdays   Spots/Week   Rate   Secolude	Minals 44/05/40 44/44/40 d	<u>k Rate</u>	.00	14(4)	00.006
Start Date   End Date   Weekdays   Spots/Week   Rate   S600.00		\$500.00			
Week: 101/29/12         11/05/12         11/105/12         11/105/12         11/105/12         11/105/12         11/105/12         11/105/12         11/105/12         11/105/12         11/105/12         11/105/12         NM         4         \$4,000.00           55 WISN 10/15/12 10/21/12 1 10/21/12	· · · · · · · · · · · · · · · · · · ·		:30	NM 2	\$1,200.00
Week: 11/05/12       11/11/12       1       \$600.00         55 WISN 10/15/12       11/105/12       News M-F 5p       5-530pm       :30       NM       4       \$4,000.00         Start Date Week: 10/15/12       10/21/12       1       1       \$1,000.00	Marks 10/20/10 11/04/10 1	<u></u>			
Start Date   End Date   Weekdays   Spots/Week   Rate   St.,000.00					
Start Date   End Date   Weekdays   Spots/Week   Rate   \$1,000.00	55 WISN 10/15/12 11/05/12 News M-F 5p				
Week: 10/15/12       10/21/12       1       1 \$1,000.00         Week: 10/22/12       10/28/12       1       1 \$1,000.00         Week: 10/29/12       11/04/12       1       1 \$1,000.00         Week: 11/05/12       11/11/12       1       1 \$1,000.00         56 WISN 10/15/12       11/05/12       News M-F 5a       5-6A       :30       NM       4 \$1,400.00         Start Date Week: 10/15/12       10/21/12       1       1 \$350.00       NM       4 \$1,400.00         Week: 10/22/12       10/28/12       1       1 \$350.00       NM       4 \$1,400.00         Week: 10/29/12       11/04/12       1       1 \$350.00       NM       5 \$6,000.00         57 WISN 10/08/12       11/11/12       1       1 \$350.00       NM       5 \$6,000.00         Start Date Start Date Weekdays       End Date Weekdays       Spots/Week Rate Spots/Week Spot		· _	:30	NM 4	\$4,000.00
Week: 10/29/12       11/04/12       1       1 \$1,000.00         Week: 11/05/12       11/11/12       1       1 \$1,000.00         56 WISN 10/15/12       11/05/12 News M-F 5a       5-6A       :30       NM       4 \$1,400.00         Start Date Week: 10/15/12       End Date 10/21/12       Weekdays Spots/Week Rate 10/22/12       Rate 10/22/12       10/28/12       1 \$350.00         Week: 10/29/12       11/04/12       1       1 \$350.00         Week: 11/05/12       11/11/12       1 \$350.00         Week: 11/05/12       11/11/12       1 \$350.00         57 WISN 10/08/12       11/105/12       News M-F 6p 6-630pm 350.00       :30       NM       5 \$6,000.00         Week: 10/08/12       End Date 10/14/12       Weekdays 10/14/12       Spots/Week 10/14/12       Rate 10/14/12       \$1,200.00	Week: 10/15/12 10/21/12 1 1				
Week: 11/05/12       11/11/12       1       1 \$1,000.00         56 WISN 10/15/12       11/05/12 News M-F 5a       5-6A       :30       NM       4 \$1,400.00         Start Date Week: 10/15/12       End Date 10/21/12       Weekdays Spots/Week Rate 10/22/12       Rate 10/22/12       10/28/12       1 1 \$350.00         Week: 10/29/12       11/04/12       1 1 \$350.00       S350.00         Week: 11/05/12       11/11/12       1 1 \$350.00         Start Date News M-F 6p       6-630pm       :30       :30         Start Date News M-F 6p       6-630pm       :30       NM       5 \$6,000.00         Week: 10/08/12       10/14/12       1 1       \$1,200.00       Rate \$1,200.00		\$1,000.00			
56 WISN 10/15/12 11/05/12 News M-F 5a 5-6A :30 NM 4 \$1,400.00    Start Date   End Date   Weekdays   Spots/Week   Rate	Minals 44/05/40 44/44/40 4	The state of the s			
Start Date Week: 10/15/12         End Date 10/21/12         Weekdays 1         Rate 3550.00           Week: 10/22/12         10/28/12         1         1         \$350.00           Week: 10/29/12         11/04/12         1         1         \$350.00           Week: 11/05/12         11/11/12         1         1         \$350.00           57 WISN 10/08/12         11/11/12         1         1         \$350.00           Start Date Week: 10/08/12         End Date 10/14/12         Weekdays 2 Spots/Week 10/08/12         Rate 10/14/12           Week: 10/08/12         10/14/12         1         1         \$1,200.00					
Week: 10/15/12       10/21/12       1       1 \$350.00         Week: 10/22/12       10/28/12       1       1 \$350.00         Week: 10/29/12       11/04/12       1       1 \$350.00         Week: 11/05/12       11/11/12       1       1 \$350.00         57 WISN 10/08/12       11/105/12       News M-F 6p       6-630pm       :30       NM       5 \$6,000.00         Week: 10/08/12       10/14/12       1       1 \$1,200.00       \$1,200.00       \$1,200.00		_	:30	NM 4	\$1,400.00
Week: 10/22/12       10/28/12       1       1       \$350.00         Week: 10/29/12       11/04/12       1       1       \$350.00         Week: 11/05/12       11/11/12       1       1       \$350.00         57 WISN 10/08/12       11/105/12       News M-F 6p       6-630pm       :30       NM       5       \$6,000.00         Week: 10/08/12       10/14/12       1       1       \$1,200.00       \$1,200.00					
Week: 10/29/12       11/04/12       1       1       \$350.00         Week: 11/05/12       11/11/12       1       1       \$350.00         57 WISN 10/08/12       11/05/12       News M-F 6p       6-630pm       :30       NM       5       \$6,000.00         Week: 10/08/12       10/14/12       1       1       \$1,200.00	·				
Week: 11/05/12       11/11/12       1       1 \$350.00         57 WISN 10/08/12       11/05/12 News M-F 6p       6-630pm       :30       NM       5 \$6,000.00         Start Date Week: 10/08/12       End Date Weekdays       Spots/Week Rate 10/14/12       Rate 11,200.00       \$1,200.00	- · · · · · ·				
57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000.00  Start Date End Date Weekdays Spots/Week Rate  Week: 10/08/12 10/14/12 1 1 \$1,200.00	Week: 11/05/12 11/11/12 1 1				
<u>Start Date End Date Weekdays Spots/Week Rate</u> Week: 10/08/12 10/14/12 1 1 \$1,200.00		6-630pm	:30	NM F	86 000 oo
Media 40/45/40 40/20/40		Rate		14101	00.000 <sub>1</sub> 0¢
1 \$1,200.00					
	10000. 10/10/12 10/21/12 1 1	\$1,200.00		l	

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 Contract / Revision
 Alt Order #

 939457 / 8
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision
Democratic Senatorial Ca 10/12/12 / 10/12/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         1         1           Week: 10/29/12         11/04/12         1         1           Week: 11/05/12         11/11/12         1         1	<u>Rate</u> \$1,200.00 \$1,200.00 \$1,200.00			
58 WISN 10/15/12     11/05/12     News M-F 6a       Start Date     End Date     Weekdays     Spots/Week       Week: 10/15/12     10/21/12     1     1       Week: 10/22/12     10/28/12     1     1       Week: 10/29/12     11/04/12     1     1       Week: 11/05/12     11/11/12     1     1	6-7A <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	:30	NM 4	\$4,000.00
59 WISN 11/06/12 11/06/12 News M-F 6a  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	6-7A <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
60 WISN 10/22/12 11/05/12 Entertainment Tonight  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	630p-7pm <u>Rate</u> \$850.00 \$850.00 \$850.00	:30	NM 3	\$2,550.00
61 WISN 10/08/12 11/05/12 Good Morning America  Start Date End Date Weekdays Spots/Week  Week: 10/08/12 10/14/12 1 1  Week: 10/15/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	7-9a <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	:30	NM 5	\$5,000.00
62 WISN 11/06/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	7-9a <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	9-10am <u>Rate</u> \$450.00 \$450.00 \$450.00 \$450.00	:30	NM 4	\$1,800.00
64 WISN 10/06/12 10/06/12 PostBadger <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	PostBadger <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost  Start Date	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM 1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM 1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	<b>NM</b> 1	\$250.00

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\*Line Ch Start Date End Date Description Start Date End Date Weekdays

10/07/12

69 WISN 10/07/12 10/07/12

Week: 10/01/12

Start Date End Date

	Contract / Revision 939457 / 8	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533	
Advertiser	<u>O</u> i	riginal Date / Revision	

	Dem	ocratic S	enatorial Ca		10/12/12	/ 10.	/12/12
l	Start/End Time	Days	Spots/ Length Week	Rate	Type S <sub>l</sub>	oots	Amount
Spots/Week	<u>Rate</u>						·
Spots/Week 1	458-6AM <u>Rate</u> \$200.00		:30		NM	1	\$200.00
DIC	MEGGD		.20		N 15.6	_	

70 WISN 10/04/12 10/05/12 KATIE COURIC M-F 2-3P :30 MM \$800.00 Spots/Week Start Date End Date <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 ---TF--2 \$400.00 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM \$1,500.00 Start Date End Date Spots/Week <u>Weekdays</u> <u>Rate</u> Week: 10/01/12 10/07/12 1 \$1,500.00 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035 :30 NM \$250.00 Start Date End Date Weekdays Spots/Week Rate \$250.00 Week: 10/01/12 10/07/12 ----S-1

> 351 \$321,300.00 Totals

Time Period		# of Spots	Gross Amount	Net Amount
10/01/12 -	10/28/12	251	\$232,100.00	\$197,285.00
10/29/12 -	11/06/12	100	\$89,200.00	\$75,820.00
Totals		351	\$321,300.00	\$273,105.00

Su 458-6a

<u>Weekdays</u>

Signature:		Date:	
•			

#### Print Date



4 W/SN 10/08/12-10/14/12

Week: 10/15/12

Spot Ch

See MG 11.15,11.16,11.17

Date Range

7 WISN 10/15/12-10/21/12

See MG 5.9, 5.10, 5.11

10/21/12

The View

Description

The View

3

-TWTF--

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 06262067 1 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Campaign Committee 10/18/12 / 10/18/12 Billing Cycle Billing Calendar Cash/Tra de EOM/EOC Broadcast Cash Station Account Executive Sales Office HRP -Washingt WISN Will Hildebrandt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 80.91 53 Agency Ref Advertiser Ref

Spots/

\*Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$350.00 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week; 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 13 \$20,800.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--\$1,600.00 2 Week: 10/08/12 10/14/12 -TWTF--\$1,600.00 Date Range Spot Ch Description Start/End Time Weekdays Length Rate Type 3 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p :30 -TuwThF----\$1,600.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 11 \$5,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Spot Ch Date Range Start/End Time Description Weekdays <u>Length</u> Rate Type 3 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17

CONTRACT

(\* Line Transactions: N = New, E = Edited, D = Deleted)

-TuWThF----

<u>Weekdays</u>

-TuWThF----

:30

Length

\$500.00

Rate

\$500.00

NM

Type

NM

10-11am

10-11am

\$500.00

Start/End Time

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Week: 10/08/12

10/14/12

-TWTF--

2

Contract / Revision Alt Order # 939457 1 9 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 -TWTF--\$500.00 Week: 10/29/12 11/04/12 -TWTF--\$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5 \$4,750.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 -TWTF--\$950.00 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Niohtline 11p-1130p :30 NM 10 \$8,900.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$750.00 -TWTF--1 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00 Week: 10/15/12 10/21/12 -TWTF--2 \$750.00 Spot Ch Date Range Description Start/End Time Weekdays **Length** Rate Type 3 WISN 10/15/12-10/21/12 Nightline 11p-1130p -TuWThF----:30 \$750.00 NM See MG 5.9.5.10.5.11 9 WISN 10/21/12-10/21/12 World News Tonight \*Sun 5-530p -----SI :30 \$1,500.00 NM (f) MG for 3.7,13.6,13.7,5.3 10 WISN 10/28/12-10/28/12 World News Tonight \*Sun 5-530p ----SI :30 \$1,500.00 NM MG for 3.7,13.6,13.7,5,3 11 WISN 10/21/12-10/21/12 News Sun 7-9a 7-9am -----Su :30 \$650.00 NM MG for 3.7, 13.6, 13.7, 5.3 Week: 10/22/12 10/28/12 -TWTF--2 \$750.00 Week: 10/29/12 11/04/12 2 \$750.00 WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11A-12P :30 NM 14 \$3,150.00 Start Date Weekdays End Date Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$225.00 Week: 10/08/12 10/14/12 -TWTF--2 \$225.00 Week: 10/15/12 10/21/12 -TWTF--3 \$225.00 Week: 10/22/12 10/28/12 -TWTF--3 \$225.00 Week: 10/29/12 11/04/12 -TWTF--4 \$225.00 WISN 10/09/12 11/02/12 THE CHEW 12P-1P :30 NM Я \$2,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 -TWTF--2 \$300.00 Week: 10/15/12 10/21/12 -TWTF--2 \$300.00 Week: 10/22/12 10/28/12 -TWTF--2 \$300.00 Week: 10/29/12 11/04/12 -TWTF--2 \$300.00 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$400.00 Week: 10/08/12 10/14/12 -TWTF--2 \$400.00 Week: 10/15/12 10/21/12 -TWTF--2 \$400.00 Week: 10/22/12 10/28/12 -TWTF--2 \$400.00 Week: 10/29/12 11/04/12 -TWTF--2 \$400.00 WISN 10/02/12 11/02/12 3-4p :30 NM 10 \$5,000.00 End Date Start Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

\$500,00

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Contract / Revision Alt Order # 939457 06262067 / 9 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1**5**33

Advertiser Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

*line Ch Ctort	D-4- C-4 D			0		Spo				
£		ate Description		Start/End Time	Days	Length Wee	ek Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TwTF	Spots/Week 2	Rate						
Week: 10/13/12	10/21/12	-TWTF	2	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	***			4P-5P	***************************************	.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00				]		
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02			•	5-530pm		:30		NM	15	\$16,200.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						ŕ
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2 3	\$1,000.00						
	ate Range	Description	<del>-</del>	\$1,000.00 Start/End Time	Mookday	n longth	Dete			
	V08/12-10/14/		-	5-530pm	Weekday -TuwThF		<u>Rate</u> <del>\$1,</del> 000.00	Type		
	1.15,11.16,1			o ocopiii	1 WY I III	.50	<del>φ1,000.00</del>	NM		
4 W/SN 10	V08/12-10/14/	/12 News M-F	5 <i>p</i>	5-530pm	-TuWThF	:30	\$1,000.00	NM		
	1.15,11.16,11			·			* 1,000100			
		/12 World Nev	vs Tonight	M-Su 530-6p	Th <i>-</i>	:30	\$3,000.00	NM		
⊕ MG for 13.		/12 College Fo	otball Game #1	11a-230		Sa :30	\$700.00	NM		
17 WISN 10	.5,11.5,11. <del>4</del> ,5 /12/12-10/12/	امر <sub>ا</sub> ع.ی 12    Jimmy Ki <del>n</del>	nmel	1130-1230a		30	#500.00			
MG for 13.			iiici	1130-1230a		:30	\$500.00	NM		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02	/12 11/02/1	2 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		''''	13	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3 4	\$350.00						
			· · · · · · · · · · · · · · · · · · ·	\$350.00	******					
N 13 WISN 10/02	/12 11/02/1 End Date			6-630pm		:30		NM	11	\$13,200.00
<u>Start Date</u> Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF <b></b>	Spots/Week 2	<u>Rate</u> \$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Spot Ch Da	te Range	Description		Start/End Time	Weekday	<u>s Length</u>	Rate	Туре		
5 W/SN 10			-	6-630pm	-TuWThF		\$1,200.00	NM		
See MG 1	1.15,11.16,11	1.17	•	<b>,</b>		.00	\$7,200.00	, , , , ,		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
	ite Range	Description		Start/End Time	Weekday	<u>s Length</u>	<u>Rate</u>	<u>Type</u>		
6 W/SN 10		'12 News M-F	6p	6-630pm	-TuWThF	:30	<del>\$1,200.00</del>	NM		
	9,5.10,5.11	//O Nove 1/ =	0							
	9,5.10,5.11	12 News M-F	op	6-630pm	-TuWThF	- <b>-</b> :30	\$1,200.00	NM		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
			3	91,200.00						

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Contract / Revision Alt Order# 939457 / 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 -TWTF--\$1,200.00 14 WISN 10/02/12 11/02/12 News M-F 6a 6-7A :30 NM 15 \$15,000.00 Start Date Weekdays End Date Spots/Week Rate Week: 10/01/12 \$1,000.00 10/07/12 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,000.00 15 WISN 10/02/12 11/02/12 Entertainment Tonight 630p-7pm :30 NM 10 \$8,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$850.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Type Rate 1 W/SN 10/01/12-10/07/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 23.6 Week: 10/08/12 -TWTF--10/14/12 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays 1 Length Rate Type 4 WISN 10/08/12-10/14/12 Entertainment Tonight 630p-7pm -TuWThE----:30 \$850.00 NM See MG 31.6 Week: 10/15/12 10/21/12 -TWTF--3 \$850.00 Week: 10/22/12 10/28/12 -TWTE--2 \$850.00 Week: 10/29/12 11/04/12 -TWTF--3 \$850.00 16 WISN 10/02/12 11/02/12 Good Morning America :30 NM 21 \$21,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--3 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF--4 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--5 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF--5 \$1,000.00 WISN 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am :30 NM 14 \$6,300.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$450.00 Week: 10/08/12 10/14/12 -TWTF--2 \$450.00 Week: 10/15/12 10/21/12 -TWTF--3 \$450.00 Week: 10/22/12 10/28/12 -TWTF--3 \$450.00 Week: 10/29/12 11/04/12 -TWTF--4 \$450.00 Fri 9-10p 18 WISN 10/26/12 10/26/12 2020 :30 NM 1 \$3,000.00 Start Date End Date Spots/Week <u>Weekdays</u> <u>Rate</u> Week: 10/22/12 10/28/12 \$3,000.00 ----1--1 WISN 10/08/12 11/05/12 Dancing Prime Other :30 NM 5 \$25,000.00 Start Date Weekdays Spots/Week End Date Rate Week: 10/08/12 10/14/12 1 \$5,000.00 Week: 10/15/12 10/21/12 1-----1 \$5,000.00 Week: 10/22/12 10/28/12 1 \$5,000.00 Spot Ch Date Range Description Start/End Time Weekdays 1 1 2 1 Length <u>Rate</u> <u>Type</u> 3 WISN 10/22/12-10/28/12 Dancing Prime Other \$5,000.00 :30 NM See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing Mon 7-8p M-----:30 \$5,000.00 NM MG for 19.3 10/22 Week: 10/29/12 11/04/12 1----

\$5,000.00

1

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Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

	<u> </u>					,
*Line Ch Charl Data Ford D : 5		Spo	ots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length We		Type Sp	oots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         1         1	<u>Rate</u> \$5,000.00					
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30		NM	1	£4.000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         1         1	Rate			11111	1	\$4,000.00
Spot Ch Date Range Description	\$4,000.00 Start/End Time	Monteles to				
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	Weekdays Length M: :30	Rate	<u>Type</u>		
Credited	man o rop	.30	<del>\$4,000.00</del>	NM		
Week: 10/29/12 11/04/12 1 1	\$4,000.00					
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30		NM	5	\$2,000,00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        1-         1	Rate			14141	3	\$3,000.00
Week: 10/08/12 10/07/121- 1	\$600.00					
Week: 10/15/12 10/21/121-	\$600.00			ļ.		
Week: 10/22/12 10/28/121- 1	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00 \$600.00					•
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p					
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	1	\$6,500.00
Week: 10/08/12 10/14/121 1	\$6,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Туре</u>		
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	\$a :30	\$6,500.00	NM		
See MG 22.2 2 MISN 10/06/12 10/06/12 College Facility II DAD OF The College Facility II DAD O			,,,,,,,,,			
2 WISN 10/06/12-10/06/12 College Football BADGER       MG for 22.1 10/13	230p-6p	Sa :30	\$6,500.00	NM		
23 WISN 10/06/12 11/03/12 News Sa 6p-630p						
Start Date End Date Weekdays Spots/Week	6-630pm Rate	:30		NM	8	\$8,250.00
Week: 10/01/12 10/07/121 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30	\$500.00	<u>Type</u> NM		
See MG 23.6			\$550.00	14161		
6 WISN 10/01/12-10/07/12 Late News 1030PM → MG for 15.1,23.1	1030p-11p	MTuWThF :30	\$1,350.00	NM		
Week: 10/08/12 10/14/121- 1	<b>#</b> 500.00					
Spot Ch Date Range Description	\$500.00 <u>Start/End Time</u>	Manlalan	_			
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630 <i>pm</i>	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 23.7,23.8,23.9,23.10	о соории	<b></b> \$a :30	\$500.00	NM		
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	NM		
(f) MG for 25.2,2.4,27.1,27.2,2.3,23.2	· ·		Ψ1,500.00	INIVI		
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2     WISN 10/10/12-10/12/12 Late News 1030PM	1000					
(b) MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30	\$1,500.00	NM		
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	g				
MG for 25.2,2.4,27.1,27.2,2.3,23.2	141-04 0-1030FW	Sa :30	\$900.00	NM		
Week: 10/15/12 10/21/121- 1	\$500.00					
Week: 10/22/12 10/28/121- 1	\$500.00					
Week: 10/29/12 11/04/121- 1	\$500.00					
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30		A15.4		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate	.50		NM	4	\$800.00
Week: 10/08/12 10/14/121- 1	\$200.00					

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Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and service, bearly, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

*Line Ch Start Date End Date Description	01 115 1.50	Spots/		
	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121- 1	<u>Rate</u> \$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	.00		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 4	\$2,800.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$700.00	NM	
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/121- 1				
Media 40/00/40	\$700.00			
18/aclu 40/00/40	\$700.00			
	\$700.00			
CA- I D I I D I I D I - I D I	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate ***CO. OO			V - 10 00.00
Week: 10/08/12 10/14/121	\$600.00 \$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00		į	
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p			
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 0	\$0.00
Week: 10/15/12 10/21/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/15/12-10/21/12 SA 630-7p	630p-7p	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0				
1010-1011-1010-110	\$0.00			
vveek: 10/29/12 11/04/121- 1 <u>Spot Ch Date Range Description</u>	\$500.00			
2 WISN 10/29/12-11/04/12 SA 630-7p	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	630 <i>p-7p</i>	<b></b> Sa :30 \$500.00	NM	
28 WISN 10/13/12 10/27/12 Sat 630-7p	C00 7			
Start Date End Date Weekdays Spots/Week	630-7p <u>R</u> ate	:30	NM 3	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Typo	
1 WISN 10/08/12-10/14/12 Sat 630-7p	630-7p	Sa :30 \$1,000.00	<u>Type</u> NM	
See MG 28.3,28.4	·	- 1 1	, 4/6/	
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30 \$500.00	NM	
MG for 28.1 10/13     4 WISN 10/16/12-10/19/12 Jimmy Kimmel				
⊕ MG for 28.1 10/13	1130-1230a	-TuwThF :30 \$500.00	NM	
Week: 10/15/12 10/21/12 0	¢0.00			
Week: 10/22/12 10/28/121- 1	\$0.00 \$1,000.00			
Start Date End Date Weekdays Spots/Meek	<u>.</u> .	:30	NM 3	\$3,000.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$1,000.00			
Week: 10/08/12 10/14/120	\$0.00		1	
Week: 10/15/12 10/21/122- 2	\$1,000.00			
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30		
	. 90111	.50	NM 4	\$1,800.00

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Notwithst anding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television for the sold discriminate in the sale of advertision time, and will ascent to advertision which he above terms and conditions.

Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 9 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

*Line Ch Start	Date End F	)ate Descriptio	nn	Start/End Time	Davia	Spo				
Start Date	End Date	Weekdays	Spots/Week		Days	Length Wee	k Rate	Type	Spots	Amount
Week: 10/08/12	10/14/12	<b>-1</b> -	1	<u>Rate</u> \$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07	7/12 11/04/	12 Late News	10pm	10p-1030p		:30		NINA	-	00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		NM	5	\$8,B50.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12 Spot Ch Da	10/14/12 ate Range	1 Daniel	1	\$1,600.00						
		Description /12 Late News	1	Start/End Time	Weekdays	<u>Length</u>	<u>Rate</u>	Type		
See MG 3		/12 Late News	10pm	10p-1030p		St :30	<del>\$1,600.00</del>	NM		
6 WISN 10		/12 World New	s Tonioht	M C., E20 C.						
		TIE WORLD NEW	a rongii	M-Su 530-6p	M	:30	\$2,450.00	NM		
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	- <b></b> 1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14	/12 11/04/	12 Late News	SU 1030PM	1030p-11p		-30				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	<del></del> 1	1	\$950.00				1		
33 WISN 10/14/				458-6AM		:30		NM	4	\$800.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week	<u>Rate</u>				, , , , ,	7	\$600.00
Week: 10/15/12	10/14/12	1	1	\$200.00						
Week: 10/22/12	10/21/12	<u>1</u>	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00 \$200.00						
34 WISN 10/07/	****		30							
Start Date	End Date	Weekdays	Spots/Week	530-6p		:30		NM	5	\$2,500.00
Week: 10/01/12	10/07/12	1	<u>opots/veek</u> 1	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00				ŀ		
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00				1		
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/	12 11/04/1			6-7a	····	:30		NIKA	_	MA 0.0
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		NM	5	\$2,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12	1	1	\$400.00						
Week: 10/15/12	10/14/12	1	1	\$400.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/		***	I	\$400.00						
Start Date	12 10/21/1: <u>End Date</u>	2 Once <u>Weekdays</u>	Conta BAL	Sun 7-8p		:30		NM	1	\$2,500.00
Week: 10/15/12	10/21/12	1	Spots/Week 1	<u>Rate</u> \$2,500.00				1		. ,-55.00
37 WISN 10/07/			······································							
Start Date	End Date	<u>Weekdays</u>	-ya Spots/Week	7-9am		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	- <b></b> 1	1	<u>Rate</u> \$400.00				1		
								1		

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10/18/12 / 10/18/12



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates **Product** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca

*Line Ch Chat Dat E i D i D		Sp	ots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length We	eek Rate	TypeSpo	ots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate		****		***	
Week: 10/15/12 10/21/121 1	\$400.00					
Week: 10/22/12 10/28/121	\$400.00 \$400.00					
Week: 10/29/12 11/04/121	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George Ste						
Start Date <u>End Date</u> <u>Weekdays</u> Spots/Week	Rate	:30		NM	2	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00					
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121 1	\$1,000.00					
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30		NM	3	\$12 500 00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 -1 1	<u>Rate</u>			,,,,,,	9	\$12,500.00
Spot Ch Date Range Description	\$5,000.00					
1 WISN 10/08/12-10/14/12 DanceResults	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 39.3,39.4	Tue 7-8p	-Tu: :30	\$ <del>5,000.00</del>	NM		
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu ;30	PE 000 00			
MG for 40.2,39.1	. чо о ор	.30	\$5,000.00	NM		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu :30	\$2,500.00	NM		
⊕ MG for 40.2,39.1	·		Ψ2,500.00	MINI		
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 -1 1	\$0.00					
	\$5,000.00					
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30		NM	1	\$2,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -1         1	Rate				•	\$2,500.00
Spot Ch Date Range Description	\$2,500.00 Start/Ford Time	184 L.L				
1 WISN 10/01/12-10/07/12 HappyEnd	Start/End Time Tue 8-9p	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 40.3	rue o-sp	-Tu <b>-</b> :30	<del>\$2,500.0</del> 0	NM		
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30	\$2,500.00			
	, o o o o o	.30	<del>42,300.00</del>	NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM		
⊕ MG for 40.3 10/02			1-,000.00	14101		
Week: 10/08/12 10/14/12 -1 1 Spot Ch Date Range Description	\$2,500.00					
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 HappyEnd	Start/End Time	Weekdays Length	<u>Rate</u>	Туре		
See MG 39.3,39,4	Tue 8-9p	-Tu :30	\$ <del>2,500.00</del>	NM		
	···					
Start Date Start Date 184	Tue 9-10p	:30		NM	2	\$4,400.00
Week: 10/01/12	<u>Rate</u> \$2,200.00					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Spot Ch Date Range Description	Start/End Time	Weekdays Length	D. L.	_		
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	Weekdays Length	Rate	<u>Type</u>		
See MG 41.4	o 10p	.30	<del>\$2,200.00</del>	NM		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30	\$2,200.00	NM		
MG for 41.1 10/02			Ç.,	IAIAI		
Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/12 -1 1	\$0.00					
Orașt Ol	\$2,200.00					
Spot Cn Date Range Description 2 WISN 10/15/12-10/21/12 PrivatePractice	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
Credited Credited	Tue 9-10p	-Tu: :30	\$ <del>2,200.00</del>	NM		
ट : च टा <b>र क क</b>						

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Hearst television inc. does not discriminate in the sate of advertising time, and will accept on advertising which is placed with a discriminate on the basic of several time.

specified.

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Contract / Revision Alt Order # 939457 / 9 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 0	<u>Rate</u> \$0.00				
Week: 10/29/12 11/04/12 -1 1	\$2,200.00				
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate			_	40,000.00
Week: 10/15/12 10/21/12 -1 1 <u>Spot Ch Date Range Description</u>	\$3,000.00 Start/End Time	Modeles I south Date			
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu:30 \$3,000.00	<u>Type</u> NM		
Credited		.00 \$0,000.00	14/4/		
Week: 10/22/12 10/28/12 -1 1	\$3,000.00				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	****	:30	NM	2	#2 coo oo
Start Date End Date Weekdays Spots/Week	Rate	.50	14101	2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A	:30	NM	2	\$450.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        2         2	<u>Rate</u> \$225.00				
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM	1	\$350.00
Start Date	<u>Rate</u>	.50	14141	ı	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00				
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM	4	<b>#C 400 00</b>
Start Date	Rate	.50	14141	4	\$6,400.00
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,600.00				
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$1,600.00 \$1,600.00		i		
Week: 11/05/12 11/11/12 1 1	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	4	£2 000 00
Start Date	Rate	.00	14101	4	\$2,000.00
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$500.00				
Week: 10/22/12 11/04/12 1 1	\$500.00 \$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00 \$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	<b>#</b> E00.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	14141	ı	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P	:30	NM	4	\$900.00
Week: 10/15/12 End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$225.00				
Week: 10/22/12 10/28/12 1 1	\$225.00		1		
Week: 10/29/12 11/04/12 1 1	\$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00				
52 WISN 10/29/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate		1		

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Contract / Revision Alt Order# 939457 06262067 / 9 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

						Spots/				
*Line Ch Start		ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date	Weekdays	Spots/Week	Rate					******	,
Week: 11/05/12	11/04/12 11/11/12	1	1 1	\$500.00 \$500.00						
53 WISN 11/06	····							No.		_
Start Date	End Date	Weekdays	Spots/Week	3-4p <u>Rate</u>		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29				4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	ψ·,200.00
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$600.00						
55 WISN 10/15			1	\$600.00						
Start Date	/12 11/05/ End Date	12 News M-F Weekdays	Spots/Week	5-530pm		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	<u> </u>	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						**, ***
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$350.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00 \$350.00				ŀ		
57 WISN 10/08			'e-							
Start Date	End Date	Weekdays	Spots/Week	6-630pm Rate		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	<u> </u>	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15				6-7A		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u>	Spots/Week	Rate ©4 000 00				1		
Week: 10/22/12	10/21/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	i	\$1,000.00						
59 WISN 11/06	/12 11/06/	12 News M-F	6a	6-7A		:30		NM	1	¢1 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22			nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
	End Date 10/28/12		Spots/Week	Rate				1		
Week: 10/22/12 Week: 10/29/12	11/04/12	1 <b></b>	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00 \$850.00						
61 WISN 10/08			ning America	7-9a		-30		N.18.4	_	<b>MF 0.55</b> = :
Start Date	End Date	Weekdays	Spots/Week	7-9a <u>Rate</u>		:30		NM	5	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00				1		
Week: 10/15/12	10/21/12	1	1	\$1,000.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,000.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 / 9 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

Totals

351

\$321,300.00

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         1         1	<u>Rate</u> \$1,000.00			
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM 1	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         -1         1	<u>Rate</u> \$1,000.00			, , , , , , , , , , , , , , , , , , , ,
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$450.00			·
Week: 10/22/12 10/28/12 1 1	\$450.00 \$450.00			
Week: 10/29/12 11/04/12 1 1	\$450.00			
Week: 11/05/12 11/11/12 1 1	\$450.00			
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM 1	£4 000 00
Start Date End Date Weekdays Spots/Week	Rate	.00	EAIAI	\$1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00			
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p	:30	NM 1	\$1,500.00
Week: 10/01/12	Rate			7.,000.00
	\$1,500.00			
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM 1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	<u>Rate</u> \$3,000.00			
67 WISN 10/04/12 10/05/12 News M-F 5a				
Start Date End Date Weekdays Spots/Week	5-6A Rate	:30	NM 1	\$350.00
Week: 10/01/12 10/07/12TF 1	\$350.00			
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM 1	0054.44
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 1	\$250.00
Week: 10/01/12 10/07/12S- 1	\$250.00			
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM 1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/125 1	Rate			<b>4200.00</b>
	\$200.00			
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM 2	\$800.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        TF         2	<u>Rate</u> \$400.00			
71 WISN 10/04/12 10/05/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM 1	\$1,500.00
Week: 10/01/12 10/07/12TF 1	\$1,500.00			
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	30	- NIA	
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 1	\$250.00
Week: 10/01/12 10/07/12S- 1	\$250.00			

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	251	\$232,100.00	\$197,285.00
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00
Totals	351	\$321,300,00	\$273,105,00

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	<u>Contract / Ro</u> 939457	evisi /	<u>on</u> 9	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE			Estimate # 1533
Advertiser  Democratic Senatorial	Ca			ginal Date / Revision 10/18/12 / 10/18/12

Signature: Dat	e:
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## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 1 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 **15**33 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/24/12 / 10/24/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office Will Hildebrandt WISN HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

*Line Ch Ctart Data End Data Danaid				Spo	ts/			
*Line Ch Start Date End Date Description		Start/End Time	Days	Length Wee	ek Rate	TypeS	pots	Amount
1 WISN 10/02/12 11/02/12 General Hospita Start Date End Date Weekdays Sr		2-3pm/1-2p		:30		NM	10	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sr</u> Week: 10/01/12 10/07/12 -TwTF	ots/Week	Rate						, ,
Week: 10/08/12 10/14/12 -TWTF	2 2	\$350.00						
Week: 10/15/12 10/21/12 -TWTF	2	\$350.00				1		
Week: 10/22/12 10/28/12 -TWTF	2	\$350.00 \$350.00						
Week: 10/29/12 11/04/12 -TWTF	2	\$350.00						
N 2 WISN 10/02/12 11/02/12 Late News 10PM		10-1030p	****					
0, 10, 1	ots/Week	Rate		:30		NM	12	\$19,200.00
Week: 10/01/12 10/07/12 -TWTF	2	\$1,600.00						
Week: 10/08/12	2	\$1,600.00				1		
Spot Ch Date Range Description		Start/End Time	Weekdays	<u>Length</u>	Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12 Late News 10P	M	10-1030p	-TuWThF		\$1.600.00	NM		
See MG 23.7,23.8,23.9,23.10		•			01,000.00	/ ****		
4 W/SN 10/08/12-10/14/12 Late News 10P	М	10-1030p	-TuWThF	:30	\$1,600.00	NМ		
See MG 23.7,23.8,23.9,23.10								
Week: 10/15/12 10/21/12 -TWTF	4	\$1,600.00						
Week: 10/22/12 10/28/12 -TWTF	3	\$1,600.00						
Spot Ch Date Range Description		Start/End Time	Weekdays	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
10 WISN 10/22/12-10/28/12 Late News 10PI		10-1030p	-TuWThF		\$ <del>1,600.00</del>	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34. Week: 10/29/12 11/04/12 -TwTF								
	4	\$1,600.00						
N 3 WISN 10/02/12 11/02/12 The View Start Date End Date Weekdays Sn		10-11am		:30		NM	10	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sp</u> Week: 10/01/12	ots/Week	Rate						
Week: 10/08/12 10/14/12 -TWTF	2 2	\$500.00 \$500.00						
Spot Ch Date Range Description	2	Start/End Time	184- July					
3 W/SN 10/08/12-10/14/12 The View		10-11am	Weekdays		Rate	<u>Type</u>		
See MG 11.15,11.16,11.17		IO-I I alli	-TuWThF-	:30	<del>\$500.00</del>	NM		
4 W/SN 10/08/12-10/14/12 The View		10-11am	-TuWThF-	:30	\$500.00	,,,,		
See MG 11.15,11.16,11.17			IGNITIE	.30	<del>⊅200,00</del>	NM		
Week: 10/15/12 10/21/12 -TWTF	3	\$500.00						

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10/24/12

/ 10/24/12



Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

Start Date   End Date   Description   Start/End Time   Days   Length   Week   Rate   Type Spots   Amount	*Idea Of Or I	D					Spots	6/			
Sept Ch   Date Range   Description   Start/End Time   Weekdays   Length   Rate   Type   N/M						Days Le	ength Weel	k Rate	TypeS	pots	Amount
See MG 34 6,34 7,34 3,34 3,4 3,4 10,34 11,34 12,34 13,34 14   TumThF						Mookdove	Longth	Dete	I		
See MG 34 6,34 7,34 6,34 7,34 17,34 17,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 12,34 13,34 13,34 12,34 13,34 13,34 12,34 13,34 13,34 12,34 13,34 13,34 12,34 13,3				-							
See MG 5.9, 5.10, 5.11   See MG 5.9, 5.11   See MG	See MG 3	4.6,34.7,34.8	3,34.9,34.10,34.1	1,34.12,34.13,3			.00	Ψ000.00	14177		
Week: 1072/12   10/28/12   -TWTF   3   \$500.00			1/12 The View		10-11am	-TuWThF	:30	\$500.00	NM		
Week: 10/29/12   11/02/12   12/			_TVC=	2	2500.00						
Wish   10/02/12   11/02/12   Late News   1030PM   Sign Date   End Date   Meskadays   Spots/Week   Spots   Sp											
Signt Date   End Date   Weekidays   Spots/Week   Rate   Spots   Spot											
Week: 1001/1/2   1002/1/2   -TWTF-							:30		NM	5	\$4,750.00
Week: 1075/12   10/21/12   -TWTF				1							
Week: 10/22/12   10/28/12   11/02/12   11/				1	\$950.00						
N 5   MISN 10/02/12   11/02/12   Nightline   Spots/Week   10/01/12   11/02/12   Nightline   11/01/12   Nightline				1	\$950.00						
N				1							
Start Date   Meek to 1001/12   100				1	\$950.00						
Week   10/01/12   10/07/12   -TWTF 1   1   5750.00			J				:30		NM	9	\$8,150.00
Week: 10/08/12											
Week: 10/15/12   10/21/12   -TWTF   2   \$750.00   Start/End Time   Weekdays   Length   Rate   Type   N/M											
Spot Ch	Week: 10/15/12										
3 WISN 10/16/12-10/21/12 Nightline 11ρ-1130p -TuWThF30 \$.750-00 NM See MG 5.9,5.10,5.11 1 11ρ-1130p -TuWThF30 \$.750-00 NM See MG 5.9,5.10,5.11 2 Nightline 11ρ-1130p -TuWThF30 \$.750-00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13.34.14 9 WISN 10/21/12-10/21/12 World News Tonight *Sun 5-530p	Spot Ch Da	te Range	Description		•	Weekdays	Lenath	Rate	Tyne		
See MG 5.9,5.10,5.11   4 W/SN 10/15/12-10/21/12   Nightline			/12 Nightline								
See MG 34,6,34,7,34,8,34,9,34,10,34.11,34.12,34.13,34.14  9 WISN 10/21/12-10/21/12 World News Tonight "Sun 5-530p											
9 WISN 10/21/12-10/21/12 World News Tonight						-TuwThF	:30	<del>\$750.00</del>	NM		
(B) MG for 3.7,13.6,13.7,5.3  10 WISN 10/28/12-10/28/12 World News Tonight  (C) MG for 3.7,13.6,13.7,5.3  11 WISN 10/21/12-10/21/12 News Sun 7-9a  (C) MG for 3.7,13.6,13.7,5.3  11 WISN 10/22/12 10/28/12  Week: 10/22/12 10/28/12  Week: 10/29/12 11/04/12  -TWTF  2 \$750.00  Week: 10/09/12 11/04/12  -TWTF  2 \$750.00  M-F 11A-12P  Start Date Week: 10/15/12 10/21/12  Week: 10/15/12 10/21/12  Week: 10/15/12 10/21/12  Week: 10/15/12 10/21/12  Week: 10/15/12 10/21/12  THE CHEW  Week: 10/15/12 10/21/12  Weekdays Spots/Week  Rate \$225.00  Week: 10/15/12 10/21/12  TWTF  3 \$225.00  Week: 10/15/12 10/21/12  TWTF  3 \$225.00  Week: 10/29/12 11/04/12  -TWTF  4 \$225.00  TWeek: 10/08/12  Weekdays Spots/Week  Rate Week: 10/15/12  Start Date Weekdays  Spots/Week  Week: 10/001/12  TWTF  2 \$300.00  NM  Sq.400.00	9 WISN 10	7.0,34.7,34.8 121/12-10/21	,34.9,34.10,34.1 /12	1,34.12,34.13,3 5 Tonight							
10 WISN 10/28/12-10/28/12 World News Tonight				s romgiit	Sun 5-550p	5	it :30	\$1,500.00	NM		
				s Tonight	*Sun 5-530n		i. •30	\$1.500.00	NINA		
★ MG for 3.7,13.6,13.7,5.3       Week: 10/22/12       10/28/12       -TWTF       2       \$750.00         Week: 10/29/12       11/04/12       -TWTF       2       \$750.00         Week: 10/29/12       11/02/12       ANDERSON COOPER Astar Date       M-F 11A-12P       :30       NM       14       \$3,150.00         Start Date Week: 10/01/12       End Date Date 10/07/12       Weekdays Spots/Week - TWTF       Rate 2 S225.00       NM       14       \$3,150.00         Week: 10/08/12       10/14/12       -TWTF       2       \$225.00       NM       14       \$3,150.00         Week: 10/08/12       10/14/12       -TWTF       2       \$225.00       NM       14       \$3,150.00         Week: 10/15/12       10/14/12       -TWTF       2       \$225.00       NM       8       \$2,400.00         Week: 10/29/12       11/02/12       THE CHEW       12P-1P       :30       NM       8       \$2,400.00         Week: 10/029/12       11/02/12       THE CHEW       \$300.00       NM       8       \$2,400.00         Week: 10/29/12       10/24/12       -TWTF       2       \$300.00       NM       10       \$4,000.00         Week: 10/29/12       11/02/12       KATIE COURIC       <		13.6,13.7,5	3	·		_	.00	Ψ1,000.00	INIVI		
Week: 10/22/12   10/28/12   -TWTF   2   \$750.00				7-9a	7-9am	S	ւ :30	\$650.00	NM		
Week: 10/29/12				_							
6 WISN 10/02/12 11/02/12 ANDERSON COOPER Start Date Week: 10/01/12 10/07/12 - TWTF 2 \$225.00 Week: 10/08/12 10/14/12 - TWTF 3 \$225.00 Week: 10/22/12 10/28/12 - TWTF 4 \$225.00 Week: 10/29/12 11/04/12 - TWTF 4 \$225.00  7 WISN 10/09/12 11/02/12 THE CHEW 12P-1P :30 NM 8 \$2,400.00 Week: 10/15/12 10/14/12 - TWTF 2 \$300.00 Week: 10/15/12 10/14/12 - TWTF 2 \$300.00 Week: 10/15/12 10/14/12 - TWTF 2 \$300.00 Week: 10/15/12 10/14/12 - TWTF 2 \$300.00 Week: 10/15/12 10/14/12 - TWTF 2 \$300.00 Week: 10/15/12 10/14/12 - TWTF 2 \$300.00 Week: 10/15/12 10/14/12 - TWTF 2 \$300.00 Week: 10/29/12 11/04/12 - TWTF 2 \$300.00 Week: 10/29/12 11/04/12 - TWTF 2 \$300.00 Week: 10/29/12 11/04/12 - TWTF 2 \$300.00 Week: 10/29/12 11/04/12 - TWTF 2 \$300.00 Week: 10/29/12 11/04/12 - TWTF 2 \$300.00 Week: 10/15/12 10/14/12 - TWTF 2 \$300.00 Week: 10/15/12 10/14/12 - TWTF 2 \$300.00 Week: 10/15/12 11/04/12 - TWTF 2 \$300.00 Week: 10/15/12 11/04/12 - TWTF 2 \$300.00 Week: 10/15/12 11/04/12 - TWTF 2 \$300.00 Week: 10/15/12 11/04/12 - TWTF 2 \$300.00 Week: 10/15/12 11/04/12 - TWTF 2 \$300.00 Week: 10/15/12 11/04/12 - TWTF 2 \$300.00 Week: 10/15/12 11/04/12 - TWTF 2 \$300.00 Week: 10/15/12 11/04/12 - TWTF 2 \$300.00 Week: 10/15/12 11/04/12 - TWTF 2 \$300.00 Week: 10/15/12 11/04/12 - TWTF 2 \$300.00											
Start Date   End Date   Weekdays   Spots/Week   Rate   Substitution   Substitut											
Week: 10/01/12       10/07/12       -TWTF       2       \$225.00         Week: 10/08/12       10/14/12       -TWTF       2       \$225.00         Week: 10/15/12       10/21/12       -TWTF       3       \$225.00         Week: 10/22/12       10/28/12       -TWTF       3       \$225.00         Week: 10/29/12       11/04/12       -TWTF       4       \$225.00         7 WISN 10/09/12 11/02/12 THE CHEW       12P-1P       :30       NM       8       \$2,400.00         Start Date Weekdays       Spots/Week       Rate Source       \$300.00       NM       8       \$2,400.00         Week: 10/15/12       10/21/12       -TWTF       2       \$300.00       NM       8       \$2,400.00         Week: 10/29/12       11/04/12       -TWTF       2       \$300.00       NM       10       \$4,000.00         8 WISN 10/02/12       11/02/12       KATIE COURIC       M-F 2-3P       :30       NM       10       \$4,000.00         Week: 10/01/12       10/07/12       -TWTF       2       \$400.00       \$400.00       NM       10       \$4,000.00					<del>-</del> -		:30		NM	14	\$3,150.00
Week: 10/08/12       10/14/12       -TWTF       2       \$225.00         Week: 10/15/12       10/21/12       -TWTF       3       \$225.00         Week: 10/22/12       10/28/12       -TWTF       3       \$225.00         Week: 10/29/12       11/04/12       -TWTF       4       \$225.00         7 WISN 10/09/12 11/02/12 THE CHEW       12P-1P       :30       NM       8       \$2,400.00         Start Date Week: 10/08/12 10/14/12       Weekdays Spots/Week S00.00       Rate S00.00       S00.00       NM       8       \$2,400.00         Week: 10/29/12       10/28/12       -TWTF       2       \$300.00       NM       10       \$4,000.00         8 WISN 10/02/12       11/02/12 KATIE COURIC       M-F 2-3P       :30       NM       10       \$4,000.00         Start Date Start Date Not Date 10/07/12       Weekdays Spots/Week											
Week: 10/15/12       10/21/12       -TWTF       3       \$225.00         Week: 10/22/12       10/28/12       -TWTF       3       \$225.00         Week: 10/29/12       11/04/12       -TWTF       4       \$225.00         7       WISN 10/09/12       11/02/12       THE CHEW       12P-1P       :30       NM       8       \$2,400.00         Start Date Week: 10/08/12       End Date Meekdays       Spots/Week Rate Sano.00       Rate Sano.00       NM       8       \$2,400.00         Week: 10/15/12       10/21/12       -TWTF       2       \$300.00       NM       8       \$2,400.00         Week: 10/22/12       10/28/12       -TWTF       2       \$300.00       NM       10       \$4,000.00         8 WISN 10/02/12       11/02/12       KATIE COURIC M-F 2-3P       :30       NM       10       \$4,000.00         Week: 10/01/12       10/07/12       Weekdays Spots/Week Rate Spots/Week Acties Spots/Week Spots/We	Week: 10/08/12	10/14/12									
Week: 10/29/12       11/04/12       -TWTF       4       \$225.00         7       WISN 10/09/12 11/02/12       THE CHEW       12P-1P       :30       NM       8       \$2,400.00         Start Date Week: 10/08/12       End Date Unit The CHEW       Rate Sand.00       NM       8       \$2,400.00         Week: 10/08/12       10/14/12       -TWTF       2       \$300.00         Week: 10/22/12       10/28/12       -TWTF       2       \$300.00         Week: 10/29/12       11/04/12       -TWTF       2       \$300.00         8       WISN 10/02/12       11/02/12       KATIE COURIC M-F 2-3P       :30       NM       10       \$4,000.00         Week: 10/01/12       End Date Send Date Date Neekdays Spots/Week 10/01/12       Rate Send Da	Week: 10/15/12	10/21/12	-TWTF	3							
7 WISN 10/09/12 11/02/12 THE CHEW 12P-1P :30 NM 8 \$2,400.00  Start Date   End Date   Weekdays   Spots/Week   Rate   Week: 10/08/12 10/14/12 -TWTF 2 \$300.00  Week: 10/15/12 10/21/12 -TWTF 2 \$300.00  Week: 10/22/12 10/28/12 -TWTF 2 \$300.00  Week: 10/29/12 11/04/12 -TWTF 2 \$300.00  Week: 10/29/12 11/04/12 -TWTF 2 \$300.00  8 WISN 10/02/12 11/02/12 KATIE COURIC   M-F 2-3P			-TWTF	3	\$225.00						
Start Date   End Date   Weekdays   Spots/Week   Rate   Salon			-TWTF	4	\$225.00						
Start Date   End Date   Weekdays   Spots/Week   Rate   \$300.00					12P-1P		:30		NM	8	\$2.400.00
Week: 10/15/12       10/21/12       -TWTF       2       \$300.00         Week: 10/22/12       10/28/12       -TWTF       2       \$300.00         Week: 10/29/12       11/04/12       -TWTF       2       \$300.00         8       WISN 10/02/12       11/02/12       KATIE COURIC       M-F 2-3P       :30       NM       10       \$4,000.00         Start Date Week: 10/01/12       End Date 10/07/12       Weekdays Spots/Week Rate 10/07/12       Rate \$400.00       \$400.00										ŭ	92,400.00
Week: 10/22/12       10/28/12       -TWTF       2       \$300.00         Week: 10/29/12       11/04/12       -TWTF       2       \$300.00         8 WISN 10/02/12       11/02/12       KATIE COURIC       M-F 2-3P       :30       NM       10       \$4,000.00         Start Date Week: 10/01/12       End Date 10/07/12       Weekdays Spots/Week Rate 10/07/12       Rate \$400.00       \$400.00											
Week: 10/29/12       11/04/12       -TWTF       2       \$300.00         8 WISN 10/02/12       11/02/12       KATIE COURIC       M-F 2-3P       :30       NM       10       \$4,000.00         Start Date Week: 10/01/12       End Date 10/07/12       Weekdays Spots/Week Rate 10/07/12       Rate \$400.00											
8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00  Start Date											
<u>Start Date End Date Weekdays Spots/Week Rate</u> Week: 10/01/12 10/07/12 -TWTF 2 \$400.00											
Week: 10/01/12 10/07/12 -TWTF 2 \$400.00							:30		NM	10	\$4,000.00
\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Week: 10/01/12										
· · · · · · · · · · · · · · · · · · ·	Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				- 1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 06262067 / 10 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12         -TWTF         2	Rate			
Week: 10/15/12	\$400.00 \$400.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$400.00			
9 WISN 10/02/12 11/02/12 3-4p	3-4p	.00		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 1	\$5,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$500.00			
Week: 10/08/12	\$500.00			
Week: 10/15/12 10/21/12 -TWTF 2	\$500.00		i	
Week: 10/22/12 10/28/12 -TWTF 2	\$ <i>5</i> 00.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$500.00			
10 WISN 10/02/12 11/02/12 DR. OZ	4P-5P	:30	NM 10	\$6,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -Twff         2	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/12 -TWTF 2	\$600.00			
Week: 10/15/12	\$600.00			
Week: 10/22/12	\$600.00			
Week: 10/29/12	\$600.00			
N 11 WISN 10/02/12 11/02/12 News M-F 5p	5-530pm	:30	NM 14	4 P4 C 0 0 0 0
Start Date End Date Weekdays Spots/Week	Rate	.50	14101	\$15,200.00
Week: 10/01/12 10/07/12 -TWTF 2	\$1,000.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00			
Spot Ch Date Range Description 3 W/SN 10/08/12-10/14/12 News M-F 5p	Start/End Time	Weekdays Length Rate		
3 W/SN 10/08/12-10/14/12 News M-F 5p See MG 11.15,11.16,11.17	5-530pm	-TuWThF <b>-</b> :30 \$1,000.00	NM NM	
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00	NM NM	
See MG 11.15,11.16,11.17	о осори,	.50 \$1,000.00	IVIVI	
15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th :30 \$3,000.00	NM	
(h) MG for 13.5,11.3,11.4,3.4,3.3		·		
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	<b></b> Sa :30 \$700.00	NM	
MG for 13.5,11.3,11.4,3.4,3.3       17 WISN 10/12/12-10/12/12 Jimmy Kimmel	4420 4000-			
₩ MG for 13.5,11.3,11.4,3.4,3.3	1130-1230a	:30 \$ <i>5</i> 00.00	NM	
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			
Week: 10/22/12	\$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
9 WISN 10/22/12-10/28/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	4.14	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,	
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30	NM 1:	5 \$5,250.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -Twff         2	Rate			
Week: 10/01/12	\$350.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00 \$350.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$350.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00			
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	•20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 10	\$12,000.00
Week: 10/01/12	\$1,200.00			
Week: 10/08/12	\$1,200.00			

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Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rat	е Туре	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot Ch</u> Date Range <u>Description</u>	Rate				
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 5 W/SN 10/08/12-10/14/12 News M-F 6p	Start/End Time	Weekdays Length Rate			
See MG 11.15,11.16,11.17	6-630pm	-TuWThF :30 \$1,200.0	) NM		
Week: 10/15/12 10/21/12 -TWTF 3	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Tuna		
6 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00			
See MG 5.9, 5.10, 5.11		100 91,200.00	, ,,,,,		
7 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuwThF :30 \$1,200.00	NM NM		
See MG 5.9,5.10,5.11	/.				
8 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuwThF- <b></b> :30 \$ <del>1,200.0</del> 0	NM NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 Week: 10/22/12 10/28/12 -TWTF 3					
Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00 \$1,200.00				
14 WISN 10/02/12 11/02/12 News M-F 6a					
Start Date End Date Weekdays Spots/Week	6-7A	:30	NM	15	\$15,000.00
Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$1,000.00				
Week: 10/08/12	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00				
Week: 10/22/12	\$1,000.00				
Week: 10/29/12	\$1,000.00				
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM	8	00 000 32
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		14141	·	\$6,800.00
Week; 10/01/12 10/07/12 -TWTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/01/12-10/07/12 Entertainment Tonight See MG 23.6	630 <i>p-7pm</i>	-TuWThF :30 \$850.00	NM		
Week: 10/08/12	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	7		
4 W/SN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm	<u>-TuwThF :30 \$850.00</u>			
See MG 31.6	ooop rpm	.30 <del>4030.0</del> 6	NM		
Week: 10/15/12	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
6 WISN 10/15/12-10/21/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00			
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/22/12 10/28/12 -TWTF 2					
2	\$850.00				
Spot Ch Date Range Description  8 WISN 10/22/12-10/28/12 Entertainment Tonight	Start/End Time	Weekdays Length Rate			
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	630p-7pm	-TuWThF :30 \$850.00	NM		
Week: 10/29/12 11/04/12 -TwTF 3	\$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TWTF         3	Rate				
Week: 10/01/12	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00 \$1,000.00				
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00				
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	.22			
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	14	\$6,300.00
Week: 10/01/12 10/07/12 -TWTF 2	\$450.00		]		
			1		

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Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

Spots \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount End Date Start Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 -TWTF--2 \$450,00 Week: 10/15/12 10/21/12 -TWTF--3 \$450.00 Week: 10/22/12 10/28/12 -TWTF--3 \$450.00 Week: 10/29/12 11/04/12 -TWTF--4 \$450.00 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$3,000.00 1 19 WISN 10/08/12 11/05/12 Dancing Prime Other :30 NM \$20,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 \$5,000.00 1 Week: 10/15/12 10/21/12 1 \$5,000.00 Week: 10/22/12 10/28/12 1 \$5,000.00 Spot Ch Date Range Description Start/End Time **Weekdays** Length Rate <u>Type</u> 3 WISN 10/22/12-10/28/12 Dancing Prime Other :30 \$5,000,00 NM See MG 19.6 6 W/SN 10/22/12-10/28/12 Dancing Mon 7-8p M-----:30 \$5,000.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/29/12 11/04/12 1----\$5,000.00 1 Week: 11/05/12 11/11/12 1----1 \$5,000.00 WISN 10/22/12 10/29/12 Castle Mon 9-10p :30 NM \$0.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$4,000.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 W/SN 10/22/12-10/28/12 Castle Mon 9-10p :30 \$4,000.00 NM Credited Week: 10/29/12 11/04/12 1 \$4,000.00 Spot Ch Date Range Description <u>Weekdays</u> Start/End Time **Length** Rate Type 2 WISN 10/29/12-11/04/12 Castle Mon 9-10p :30 \$4,000,00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 **-**---1**-**1 \$600.00 Week: 10/08/12 10/14/12 ----1-1 \$600.00 Week: 10/15/12 10/21/12 ----1-1 \$600.00 Week: 10/22/12 10/28/12 ----1-1 \$600.00 Week: 10/29/12 11/04/12 ----1-\$600.00 10/13/12 WISN 10/13/12 College Football Game #2 230p-6p :30 NM \$6,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/08/12 10/14/12 \_\_\_1\_ \$6,500.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 WISN 10/08/12-10/14/12 College Football Game #2 230p-6p ---**--**-Sa-:30 \$6,500.00 NM See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER 230p-6p ------Sa--:30 \$6,500.00 NM MG for 22.1 10/13 23 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 8 \$8,250,00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 \$500.00

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10/24/12 / 10/24/12



	939457 / 10	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>Or</u>	iginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Charles 17	Spots/		
	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate Start/End Time	Management	_	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Weekdays Length Rate	<u>Type</u>	
See MG 23.6	0-030pm	Sa :30 <del>\$500.00</del>	NM	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
⊕ MG for 15.1,23.1		.50 \$1,550.00	14141	
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Ty</u> pe	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10				
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2     WISN 10/10/12-10/12/12 Late News 1030PM				
(h) MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	NM	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	territoria.		
MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	NM	
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30 \$900.00	N/B Z	
MG for 25.2,2.4,27.1,27.2,2.3,23.2	ou o-10001 M	Sa :30 \$900.00	NM	
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	****
Start Date End Date Weekdays Spots/Week	Rate	.00	NM 4	\$800.00
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 3	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate			1-1.00.00
week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	\$700.00			
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time 6-630pm	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	0-030 <i>pm</i>	Sa :30 <del>\$700.00</del>	NM	
Week: 10/15/12 10/21/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
3 WISN 10/15/12-10/21/12 News Sa 6p-630p	6-630pm	Sa :30 \$700.00	NM .	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.	.14		, v, v,	
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Ψ5,000.00
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$600.00			
	\$600.00			
	\$600.00			
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM 0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121- 1	Rate			
week: 10/15/12 10/21/121- 1	\$500.00			

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Alt Order# Contract / Revision 939457 / 10 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Start Date End Date Description	Stort/End Time	Spots/			
Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length Week	Rate Typ	e Spots	Amount
Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Weekdays Length	Poto Tur		
1 WISN 10/15/12-10/21/12 SA 630-7p	630p-7p	Sa :30	Rate Typ \$500.00 N/		
See MG 23.7,23.8,23.9,23.10	, ,-		ψ <del>ουσ.σσ</del> /γ/	" <b>I</b>	
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Typ	<u>e</u>	
2 W/SN 10/29/12-11/04/12 SA 630-7p See MG 23.7,23.8,23.9,23.10	630p-7p	Sa :30	\$500.00 NI	1	
	202 7				
28 WISN 10/13/12 10/27/12 Sat 630-7p Start Date End Date Weekdays Spots/Week	630-7p	:30	NA	<i>1</i> 3	\$2,000.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$1,000,00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Typ		
1 WISN 10/08/12-10/14/12 Sat 630-7p	630-7p		1,000.00 NA		
See MG 28.3,28.4			.,		
3 WISN 10/16/12-10/19/12 Jimmy Kimmel ⊕ MG for 28.1 10/13	1130-1230a	-TuWThF :30	\$500.00 NA	1	
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	4420 4000-				
® MG for 28.1 10/13	1130-1230a	-TuWThF :30	\$500.00 NA	1	
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/121- 1	\$1,000.00				
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal	7-1030p	:30	NA	<b>1</b> 3	@0 000 oo
Start Date End Date Weekdays Spots/Week	Rate	.00	IVII	"	\$3,000.00
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/12	\$1,000.00				
344 1 404549	\$0,00				
	\$1,000.00				
30 WISN 10/13/12 11/03/12 News Sat 7-9a Start Date End Date Weekdays Spots/Week	7-9am	:30	N/N	1 4	\$1,800.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$450.00				
Week: 10/15/12 10/21/121- 1	\$450.00				
Week: 10/22/12 10/28/121- 1	\$450.00				
Week: 10/29/12 11/04/121- 1	\$450.00				
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	NN	1 5	\$8.8 <b>£</b> 0.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1	<u>Rate</u>	,		<b>'</b>	\$8,850.00
West defeated	\$1,600.00				
Week: 10/08/12	\$1,600.00				
2 W/SN 10/08/12-10/14/12 Late News 10pm	Start/End Time	Weekdays Length	Rate Typ	***	
See MG 31.6	10p-1030p	<del>-</del> \$i :30 \$	<del>1,600.00</del> NN	4	
6 WISN 10/15/12-10/15/12 World News Tonight	M-Su 530-6p	M :30 \$.	2,450.00 NN	,	
→ MG for 31.2,15.4	r		2,400.00 1410	<b>'</b>	
Week: 10/15/12 10/21/121 1	\$1,600.00				
Week: 10/22/12 10/28/121 1	\$1,600.00				
Week: 10/29/12 11/04/121 1	\$1,600.00				
32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p	:30	N/V	1 4	\$3,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate			I	1
Week: 10/15/12 10/21/121 1	\$950.00 \$950.00				
Week: 10/22/12 10/28/121 1	\$950.00				
Week: 10/29/12 11/04/121 1	\$950.00				
				1	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Specified.

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Contract / Revision Alt Order# 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

*Line Ch Start Date	End Date Description	on	Start/End Time	Days Ler	Spo ngth We		TypeS	note	Amount
<u>Start Date</u> End	Date Weekdays	Spots/Week	Rate		·3	714.0	1,7000	POIS	Amount
33 WISN 10/14/12	11/04/12 Su 458-6a	**************************************	458-6AM		:30		NM	4	00000
	Date Weekdays	Spots/Week	Rate		.00		INIVI	4	\$800.00
	4/121	1	\$200.00				- 1		
	11/121 18/121	1	\$200.00				1		
	14/121	1 1	\$200.00						
N 34 WISN 10/07/12			\$200.00						
	Date Weekdays	Spots/Week	530-6p <u>Rate</u>		:30		NM	13	\$23,650.00
	7/121	1	\$500.00						
Week: 10/08/12 10/1	4/12 <b></b> 1	1	\$500.00						
	1/12 <b>1</b>	1	\$500.00				1		
Spot Ch Date Ra			Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Туре</u>		
	-10/21/12 News Sun		530-6p	St	:30	\$500.00	NM		
See MG 34.6,34. 6 WISN 10/29/12	7,34.8,34.9,34.10,34.1	1,34.12,34.13,3							
	-11/02/12 3 <del>-4p</del> ,11.9,42.2,49.2,13.8,25	5 2 2 40 4E 0 4E	3-4p	MTuWThF	:30	\$1,350.00	NM		
7 WISN 10/25/12	-10/25/12 LastResort	).3,2.10,15.6,15.	0,46.1,3.5,5.4,20.2, Thu 7-8p	34.3 Th	.20	P2 400 00	.,,.		
	,11.9,42.2,49.2,13.8,25		6 46 1 3 5 5 4 20 2	34 3	:30	\$3,400.00	NM		
8 WISN 10/29/12	-11/02/12 DR. OZ		4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1	,11.9,42.2,49.2,13.8,25	5.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,	34.3		Q 1/L 7 0.00	1,4021		
	-11/02/12 DR. OZ		4P-5P	MTuWThF	:30	\$1,275.00	NM		
(f) MG for 19.6,60.1	11.9,42.2,49.2,13.8,25	5.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,						
(A) MG for 19 6 60 1	-11/01/12 46TH ANN ,11.9,42.2,49.2,13.8,25	UAL CMA AWA	RE7-10PM	Th	:30	\$12,000.00	NM.		
11 WISN 10/29/12	-11/02/12 Jimmy Kim	).3,2.10,15.6,15. imel	6,46.1,3.5,5.4,20.2,3 1130-1230a / 11		.20	PO FO 00			
	,11.9,42.2,49.2,13.8,25		6 46 1 3 5 5 4 20 2 1	7-MIUWINF 3/13	:30	\$250.00	NM		
12 WISN 10/29/12	-11/02/12 Jimmy Kim	imel	1130-1230a / 11F		:30	\$250.00	NM		
MG for 19.8,60.1	,11.9,42.2,49.2,13.8,25	5.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,	34.3	.00	Ψ200.00	14141		
13 WISN 10/29/12-	·11/02/12 Jimmy Kim	mel	1130-1230a / 11F	-MTUWThF	:30	\$250.00	NM		
(f) MG for 19.6,60.1	11.9,42.2,49.2,13.8,25	3.3,2.10,15.8,15.							
14 VVISIN 10/28/12-	10/28/12 Late News	Rotation	M-F/Su 10p-11p/	S:Si	:30	\$1,600.00	NM		
Week: 10/22/12 10/2	,11.9,42.2,49.2,13.8,25 B/12        1	.3,2.10,15.8,15. 1		34.3					
Week: 10/29/12 11/04		1	\$500.00 \$500.00						
35 WISN 10/07/12 1		I							
Start Date End		Spots/Week	6-7a Rate		:30		NM	5	\$2,000.00
Week: 10/01/12 10/07		1	\$400.00						
Week: 10/08/12 10/14	1/12 <b></b> 1	1	\$400.00						
Week: 10/15/12 10/2		1	\$400.00						
Week: 10/22/12 10/28		1	\$400.00				1		
Week: 10/29/12 11/04		1	\$400.00						
36 WISN 10/21/12 1			Sun 7-8p		:30		NM	1	\$2,500.00
Start Date End   Week: 10/15/12 10/21		Spots/Week	Rate						42,000.00
		1	\$2,500.00						
37 WISN 10/07/12 1 Start Date End I			7-9am		:30		NM	5	\$2,000.00
<u>Start Date</u> <u>End I</u> Week: 10/01/12 10/07		Spots/Week 1	<u>Rate</u> \$400.00				ŀ		
Week: 10/08/12 10/14		1	\$400.00						
Week: 10/15/12 10/21	_	1	\$400.00						
		•	Ţ.55.60				Į.		

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Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots **Amount** End Date Start Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1 \$400.00 1 Week: 10/29/12 11/04/12 ----1 1 \$400.00 38 WISN 10/14/12 This Week With George Step930-1030am 11/04/12 .30 NM \$2,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/08/12 10/14/12 1 \$1,000.00 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 O \$0.00 ----1 Week: 10/29/12 11/04/12 \$1,000.00 WISN 10/09/12 10/23/12 DanceResults Tue 7-8p :30 NM \$12,500.00 Start Date End Date **Weekdays** Spots/Week <u>Rate</u> Week: 10/08/12 10/14/12 -1----1 \$5,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/08/12-10/14/12 Dance Results Tue 7-8p :30 \$5,000.00 NM See MG 39.3,39.4 3 WISN 10/08/12-10/14/12 DWTS Results Tue 8-9p -Tu-----:30 \$5,000,00 NM ® MG for 40.2,39.1 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p -Tu----:30 \$2,500.00 NM MG for 40.2,39.1 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 1 \$5,000.00 40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p .30 NM \$2,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -1----\$2,500.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 WISN 10/01/12-10/07/12 HappyEnd Tue 8-9p -Tu-----:30 \$2.500.00 NM See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results Tue 8-9p -Tu-----:30 \$<del>2,5</del>00.00 NM See MG 40.4 4 WISN 10/01/12-10/07/12 DWTS Tue 7-8p -Tu-----:30 \$2,500.00 NM ® MG for 40.3 10/02 Week: 10/08/12 10/14/12 \$2,500.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Lenath Rate Type 2 WISN 10/08/12-10/14/12 HappyEnd Tue 8-9p -Tu-----:30 \$2,500.00 NM See MG 39.3,39.4 41 WISN 10/02/12 10/30/12 PrivatePractice Tue 9-10p ·30 NM Sta<u>rt Date</u> \$4,400.00 End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -1----1 \$2,200.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 W/SN 10/01/12-10/07/12 PrivatePractice Tue 9-10p -Tu------:30 \$2,200.00 NM See MG 41,4 4 WISN 10/01/12-10/07/12 Scandal Thu 9-10p ---**-**Th-----:30 \$2,200.00 NM MG for 41.1 10/02 Week: 10/08/12 10/14/12 \$0.00 Week: 10/15/12 10/21/12 -1----\$2,200.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Lenath Rate <u>Type</u> 2 W/SN 10/15/12-10/21/12 PrivatePractice Tue 9-10p -Tu-----\$2,200.00 NM Credited Week: 10/22/12 10/28/12 \$0.00Week: 10/29/12 11/04/12

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\$2,200.00

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Amount

\$350.00

\$6,400.00



Start Date

WISN 10/16/12

Start Date

Credited Week: 10/22/12

Week: 10/15/12

Spot Ch

Spot Ch

Week: 10/29/12

Week: 10/22/12

Week: 10/29/12

Week: 10/22/12

Week: 10/22/12

Week: 11/05/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 11/05/12

Spot Ch

43 WISN 10/27/12

Start Date

WISN 11/03/12

WISN 10/28/12

Start Date

46 WISN 10/22/12

Start Date

47 WISN 11/06/12

48 WISN 10/15/12

Start Date

Start Date

Start Date

\*Line

42

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Weekdays

<u>Weekdays</u>

-1----

Weekdays

----1-

Weekdays

Weekdays

Weekdays

Weekdays

<u>Weekdays</u>

1-

General Hospital

Late News 10PM

Spots/Week

Spots/Week

1

1

1

1

HappyEnd

HappyEnd

Ch Start Date End Date Description

10/30/12

End Date

End Date

10/21/12

10/28/12

11/04/12

End Date

10/28/12

End Date

11/04/12

End Date

10/28/12

End Date

10/28/12

**End Date** 

11/11/12

End Date

10/21/12

10/28/12

11/04/12

11/11/12

Date Range

1 W/SN 10/22/12-10/28/12

10/27/12

11/03/12

10/28/12

10/22/12

11/06/12

11/05/12

Date Range

Date Range

1 W/SN 10/15/12-10/21/12

Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Rate

Type Spots

NM

NM

<u>Advertiser</u> Original Date / Revision 10/24/12 Democratic Senatorial Ca / 10/24/12

Spots/

Length Week

Spots/Week Rate Tue 8-9p :30 NM \$3,000.00 Spots/Week Rate \$3,000.00 Description Start/End Time <u>Weekdays</u> Length Rate Type Tue 8-9p -Tu-----:30 \$3,000.00 NM 1 \$3,000.00 <u>Description</u> Start/End Time <u>Weekdays</u> Length <u>Rate</u> Type 2 WISN 10/22/12-10/28/12 HappyEnd Tue 8-9p -Tu----\$3,000.00 :30 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 \$3,000.00 1 College Football Game #2 230p-6p :30 NM \$7,000.00 Spots/Week Rate \$7,000.00 ABC Prime College Footbal 7-1030p :30 NM \$2,600.00 Spots/Week Rate 2 \$1,300.00 Sun 9-930A 9-930A :30 NM \$450.00 Spots/Week Rate \$225.00 General Hospital 2-3pm/1-2p :30 NM n \$0.00 Spots/Week Rate \$350.00 Description Start/End Time **Weekdays** Length Rate <u>Type</u> General Hospital 2-3pm/1-2p M-----:30 \$350.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14

:30

:30

WISN 10/15/12 11/05/12 The View 10-11am :30 NM 3 \$1,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1-----1 \$500.00 Week: 10/22/12 10/28/12 1 \$500.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Type</u> 2 WISN 10/22/12-10/28/12 The View 10-11am \$500.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/29/12 11/04/12 1----\$500.00 1 Week: 11/05/12 11/11/12 1 \$500.00 50 WISN 11/06/12 11/06/12 The View 10-11am :30 NM \$500.00 Start Date End Date Spots/Week Weekdays Rate Week: 11/05/12 11/11/12 -1----1 \$500.00 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM \$900.00

2-3pm/1-2p

10-1030p

Rate

Rate

\$350.00

\$1,600.00

\$1,600.00

\$1,600.00

\$1,600.00

Start/End Time

Davs

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Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 Democratic Senatorial Ca / 10/24/12

*ti Ot- OL (	5 . 5 . 5					Spots	s/			
*Line Ch Start				Start/End Time	Days	Length Weel	< Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1 <b></b> -	Spots/Week	<u>Rate</u> \$225.00						
Week: 10/22/12	10/28/12	1 <b>-</b> -	1	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	_ 1 <del>-</del>	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29	/12 11/05/	12 3-4p		3-4p		:30	······	NM	_	£4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06				3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	<b>40</b> 00.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29/			0	4P-5P		:30		NM	2	\$1,200.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	Rate FCOO OO						
Week: 11/05/12	11/11/12	1 <del>-</del>	1	\$600.00 \$600.00				- 1		
55 WISN 10/15/				·						
Start Date	End Date	Weekdays	Spots/Week	5-530pm Rate		:30		MM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/		12 News M-F 5	ā	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						Ψ1,400.00
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00 \$350.00						
57 WISN 10/08/			····							
Start Date	End Date	12 News M-F 6 Weekdays	p <u>Spots/Week</u>	6-630pm Rate		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	<u>opots/veek</u> 1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/			ia	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						4 1,000.00
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,000.00				-		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00						
59 WISN 11/06/				6-7A		-00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
N 60 WISN 10/22/	12 11/05/1	2 Entertainme	nt Tonight	630p-7pm		:30		NM	2	£4 700 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		1.4161	2	\$1,700.00
Week: 10/22/12	10/28/12	1	1	\$850.00				1		
	e Range	Description		Start/End Time	Weekday	<u>s Length</u>	<u>Rate</u>	Type		
		12 Entertainme		630p-7pm	M	:30	\$850.00	NM		
see ivig 34	. 0, 34. / , <i>34</i> . 8,	34.9,34.10,34.11	1,34.12,34.13,34	1.74						

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10/24/12

/ 10/24/12



Week: 10/01/12

10/07/12

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**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

	<del></del>		<u></u>		
*Line Oh Ote ID 4 5 ID 4 D 4 II		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	Rate				
Week: 11/05/12 11/11/12 1 1	\$850.00 \$850.00				
61 WISN 10/08/12 11/05/12 Good Morning America					
Start Date End Date Weekdays Spots/Week	7-9a Rate	:30	MM	5	\$5,000.00
Week: 10/08/12 10/14/12 1 1	\$1,000.00				
Week: 10/15/12 10/21/12 1 1	\$1,000.00				
Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00				
Week: 11/05/12 11/11/12 1 1	\$1,000.00				
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			•	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00				
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u>				4 1,4 20.00
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$450.00				
Week: 10/29/12 11/04/12 1 1	\$450.00 \$450.00				
Week: 11/05/12 11/11/12 1 1	\$450.00 \$450.00				
64 WISN 10/06/12 10/06/12 PostBadger					
Start Date End Date Weekdays Spots/Week	PostBadger Rate	:30	NM	1	\$1,000.00
Week: 10/01/12 10/07/12\$- 1	\$1,000.00				
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p	:30	NM	4	£4 500.00
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIAI	1	\$1,500.00
Week: 10/01/12 10/07/125- 1	\$1,500.00				
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				Ψ0,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00				
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 1	Rate				
	\$350.00				
68 WISN 10/06/12 10/06/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$250.00				
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM				
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$200.00
Week: 10/01/12 10/07/12S 1	\$200.00				
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	0	0000
Start Date End Date Weekdays Spots/Week	Rate	.50	IVIVI	2	\$800.00
Week: 10/01/12 10/07/12TF 2	\$400.00				
71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		, 1171	•	\$1,500.00
Week: 10/01/12 10/07/12TF 1	\$1,500.00				
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	5] :30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	Rate				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Totals

345

\$321,300.00

\$250.00

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision		Alt Order #	
	939457 /	10	06262067	
Contract Dates	Product		Estimate #	
10/02/12 - 11/06/12	DSCC-IE		1533	
<u>Advertiser</u>		Ori	ginal Date / Revision	
Democratic Senatoria	Democratic Senatorial Ca		10/24/12 / 10/24/12	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	239	\$219,450.00	\$186,532.50
10/29/12 -11/06/12	106	\$101,850.00	\$86,572.50
Totals	345	\$321,300.00	\$273,105.00

Signature: Da	ate:	
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## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>ision</u>	Alt Order #	
	939457	/ 11	06262067	
Product				· · · · · · · · · · · · · · · · · · ·
SCC-IE				
Contract Dates	Estimate #			
10/02/12 - 11/06/12	1533			
<u>Advertiser</u>			Original Date	/ Revision
Democratic Senatorial Ca	ampaign Comi	mittee	10/29/12	/ 10/29/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	cast	Cash
	Station	Accou	nt Executive	Sales Office
	WISN	Will Hi	ldebrandt	HRP -Washingt
	Special Hand	ing		
	Demographic			
	Adults 35+			
	IDB#	Adver	tiser Code	Product Code
	8091	49		53
	Agency Ref		Advertise	r Ref

Snote!

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
N 1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM 9	\$3,150.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/01/12 10/07/12 -TWTF 2	\$350.00			
Week: 10/08/12	\$350.00			
Week: 10/15/12	\$350.00			
Week: 10/22/12	\$350.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
8 WISN 10/22/12-10/28/12 General Hospital	2-3pm/1-2p	-TuwThF :30 \$350.00	NM	
See MG 45.3,45.4,45.5				
Week: 10/29/12	\$350.00			
N 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM 11	\$17,600.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/01/12 10/07/12 -TWTF 2	\$1,600.00			
Week: 10/08/12	\$1,600.00		_ [	
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-тиwтhF :30 <del>\$1,600.00</del>	NM	
See MG 23.7,23.8,23.9,23.10				
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuwThF :30 \$ <del>1,600.00</del>	NM	
See MG 23.7,23.8,23.9,23.10				
Week: 10/15/12 10/21/12 -TWTF 4	\$1,600.00			
Week: 10/22/12	\$1,600.00		<b>.</b>	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
10 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuwThF :30 \$ <del>1,600.00</del>	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3		.00 04 000 00	NM	
11 W/SN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuwThF :30 \$ <del>1,600:00</del>	INIVI	
See MG 45.3,45.4,45.5	#4 COO OO			
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00			
3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM 10	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/12 -TWTF 2	\$500.00			
Week: 10/08/12	\$500.00		ı	

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Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 11 06262067

Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spots/		,
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			-
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 11.15,11.16,11.17	40 44	Tuesths -20 \$500.00	A//A	
4 WISN 10/08/12-10/14/12 The View See MG 11.15,11.16,11.17	10-11am	-TuwThF :30 \$ <del>500.00</del>	NM	
Week: 10/15/12 10/21/12 -TWTF 3	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
5 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30 \$500.00	NM NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34				
7 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 5.9,5.10,5.11				
Week: 10/22/12	\$500.00			
Week: 10/29/12 11/04/12 -TwTF 4	\$500.00			
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM 5	\$4,750.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12	\$950.00			
Week: 10/08/12 10/14/12 -TWTF 1	\$950.00			
Week: 10/15/12	\$950.00			
Week: 10/22/12	\$950.00 \$950.00			
		00	<u> </u>	22 / 22 22
5 WISN 10/02/12 11/02/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM 9	\$8,150.00
Week: 10/01/12 10/07/12 -TWTF 1	\$750.00			
Week: 10/08/12 10/14/12 -TWTF 1	\$750.00			
Week: 10/15/12 10/21/12 -TWTF 2	\$750.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuwThF :30 \$750:00	NM	
See MG 5.9,5.10,5.11				
4 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30 \$750:00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3		00 04 500 00		
9 WISN 10/21/12-10/21/12 World News Tonight	*Sun 5-530p	SL :30 \$1,500.00	NM	
MG for 3.7,13.6,13.7,5.3     WISN 10/28/12-10/28/12 World News Tonight	*Sun 5-530p	SL :30 \$1,500.00	NM	
® MG for 3.7,13.6,13.7,5.3	3un 3-330p		14141	
11 WISN 10/21/12-10/21/12 News Sun 7-9a	7-9am	St :30 \$650.00	NM	
MG for 3.7,13.6,13.7,5.3				
Week: 10/22/12	\$750.00			
Week: 10/29/12	\$750.00			
6 WISN 10/02/12 11/02/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 14	\$3,150.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12	\$225.00			
Week: 10/08/12 10/14/12 -TWTF 2	\$225.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$225.00			
Week: 10/22/12	\$225.00			
	\$225.00			
7 WISN 10/09/12 11/02/12 THE CHEW	12P-1P	:30	NM 8	\$2,400.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -TWTF 2	<u>Rate</u> \$300.00			
Week: 10/15/12 10/21/12 -TWTF 2	\$300.00			
	ψ000.00		i.	

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Contract / Revision Alt Order # 06262067 939457 / 11

Contract Dates <u>Product</u> Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Original Date / Revision <u>Advertiser</u> 10/29/12 / 10/29/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description Start/End Tim	Spots/		
	ne Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Rate			
Week: 10/22/12 10/28/12 -TWTF 2 \$300.00			
Week: 10/29/12 11/04/12 -TWTF 2 \$300.00			
8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P	:30	NM 10	\$4,000.00
Start Date End Date Weekdays Spots/Week Rate			
Week: 10/01/12		İ	
Week: 10/15/12 10/21/12 -TWTF 2 \$400.00			
Week: 10/22/12 10/28/12 -TWTF 2 \$400.00			
Week: 10/29/12 11/04/12 -TWTF 2 \$400.00			
9 WISN 10/02/12 11/02/12 3-4p 3-4p	:30	NM 10	\$5,000.00
Start Date End Date Weekdays Spots/Week Rate		ı	•
Week: 10/01/12		l l	
Week: 10/08/12			
Week: 10/15/12 10/21/12 -TWTF 2 \$500.00			
Week: 10/22/12 10/28/12 -TWTF 2 \$500.00		i	
Week: 10/29/12 11/04/12 -TWTF 2 \$500.00			
10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P	:30	NM 10	\$6,000.00
Start Date End Date Weekdays Spots/Week Rate		1	
Week: 10/01/12		l	
Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/15/12 10/21/12 -TWTF 2 \$600.00			
Week: 10/22/12 10/28/12 -TWTF 2 \$600.00			
Week: 10/29/12 11/04/12 -TWTF 2 \$600.00			
11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm	:30	NM 14	\$15,200.00
Start Date End Date Weekdays Spots/Week Rate	.50	'' <b>''</b>	\$10,200.00
Week: 10/01/12 10/07/12 -TWTF 2 \$1,000.00			
Week: 10/08/12			
Spot Ch Date Range Description Start/End Time		<u>Type</u>	
3 WISN 10/08/12-10/14/12 News M-F 5p 5-530pm	-TuwThF :30 \$ <del>1,000.00</del>	NM	
See MG 11.15,11.16,11.17	!		
4 WISN 10/08/12-10/14/12 News M-F 5p 5-530pm See MG 11.15,11.16,11.17	-TuWThF :30 \$ <del>1,000.00</del>	NM	
15 WISN 10/11/12-10/11/12 World News Tonight M-Su 530-6p	Th :30 \$3,000.00	NM	
MG for 13.5,11.3,11.4,3.4,3.3			
16 WISN 10/13/12-10/13/12 College Football Game #1 11a-230	Sa :30 \$700.00	NM	
MG for 13.5,11.3,11.4,3.4,3.3			
17 WISN 10/12/12-10/12/12 Jimmy Kimmel 1130-1230a	F :30 \$500.00	NM	
(b) MG for 13.5,11.3,11.4,3.4,3.3			
Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00			
Spot Ch Date Range Description Start/End Tin	ne Weekdays <u>Length</u> <u>Rate</u>	Type	
9 WISN 10/22/12-10/28/12 News M-F 5p 5-530pm	-TuWThF :30 \$1,000.00	NM NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14	1 da 1111 .00 \$ 41,000.00	''''	
Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A	:30	NM 15	\$5,250.00
12 VISIA 10/02/12 11/02/12 News W-F 3a 5-0A	·		
Start Date End Date Weekdays Spots/Week Rate			
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/01/12         10/07/12         -TWTF         2         \$350.00			
Start Date End Date Weekdays Spots/Week Rate			

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Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to slation the amount of any bills rendered by slation within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to slation. Slation will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 / 11

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/29/12 / 10/29/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Sp	ots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/12 -TWTF 3	\$350.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00				
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM	9	\$10,800.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2	Rate				
Week: 10/01/12	\$1,200.00 \$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>		
5 W/SN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM		
See MG 11.15,11.16,11.17	<i>5 5 5 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 </i>				
Week: 10/15/12	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>		
6 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 <i>\$1,200.00</i>	NM		
See MG 5.9,5.10,5.11		!			
7 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$ <del>1,200.00</del>	NM		
See MG 5.9,5.10,5.11 8 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuwThF :30 \$ <del>1.200.00</del>	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	•	1011111 .00 \$7,200.00			
Week: 10/22/12 10/28/12 -TwTF 3	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>		
11 W/SN 10/22/12-10/28/12 News M-F 6p	6-630pm	-TuWThF :30 <del>\$1,200.00</del>	NM		
See MG 45.3,45.4,45.5					
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200,00				
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM	15	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$1,000.00				
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00				
15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM	8	\$6,800.00
Start Date End Date Weekdays Spots/Week	Rate	,		-	40,000.00
Week: 10/01/12	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 W/SN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$ <del>850.00</del>	NM		
See MG 23.6 Week: 10/08/12 10/14/12 -TwTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре		
4 W/SN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 31.6	0 T Op 7 F	.50 055.00			
Week: 10/15/12 10/21/12 -TwTF 3	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
6 WISN 10/15/12-10/21/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$8 <del>50.00</del>	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3					
Week: 10/22/12 10/28/12 -TWTF 2	\$850.00	Maskdaya Lazath Data	T		
Spot Ch Date Range Description 8 W/SN 10/22/12-10/28/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length Rate -TuWThF :30 \$850.00	<u>Type</u> NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,		-111W111 U.CTIIIW11-	IVIVI		
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00
10 THOSE TO SELECT THOSE IT GOOD MOTHERY ATTICIDE	1-Ju	.00	I AIAI	- 1	Ψ4 1 <sub>1</sub> 000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 / 11 06262067

Estimate # Contract Dates Product 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spots	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Weel		Type Sp	ots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/</u> Week: 10/01/12 10/07/12 -TWTF						
Week: 10/01/12						
Week: 10/15/12 10/21/12 -TWTF 4						
Week: 10/22/12 10/28/12 -TWTF 5	' '					
Week: 10/29/12 11/04/12 -TWTF 5	` '					
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!		:30		NM	14	\$6,300.00
Start Date End Date Weekdays Spots/		.30		TAIVI	14	\$0,500.00
Week: 10/01/12 10/07/12 -TWTF 2						
Week: 10/08/12						
Week: 10/15/12	\$450.00					
Week: 10/22/12 10/28/12 -TWTF 3	\$ \$450.00					
Week: 10/29/12 11/04/12 -TWTF	\$450.00					
N 18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30		NM	0	\$0.00
	<u>Week</u> <u>Rate</u>					
Week: 10/22/12 10/28/121	1 \$3,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 W/SN 10/22/12-10/28/12 2020	Fri 9-10p	F :30	\$3 <del>,000.00</del>	NM		
See MG 45.3,45.4,45.5						
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30		NM	4	\$20,000.00
	Week Rate					
	1 \$5,000.00					
Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1	1 \$5,000.00					
	1 \$5,000.00 Start/End Time	Mookdaye Longth	Pato	Type		
Spot Ch Date Range Description 3 WISN 10/22/12-10/28/12 Dancing	Prime Other	Weekdays Length M:30	<u>Rate</u> \$5,000,00	NM		
See MG 19.6	riine Other	.50	<del>00,000.00</del>	14141		
6 W/SN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: :30	\$ <del>5,000.00</del>	NM		
® See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,	•		<b>,</b> -,			
	1 \$5,000.00			i		
Week: 11/05/12 11/11/12 1	1 \$5,000.00					
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30		NM	0	\$0.00
	<u>Week</u> <u>Rate</u>					•
Week: 10/22/12 10/28/12 1	1 \$4,000.00			1		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M:30	\$4,000.00	NM		
Credited 1	4 000 00					
	1 \$4,000.00	10/autodaya Layadh	D-4-	T		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
2 WISN 10/29/12-11/04/12 Castle	Mon 9-10p	м :30	\$4,000.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,					_	** ***
21 WISN 10/06/12 11/03/12 Late News Sa 10pm Start Date End Date Weekdays Spots		:30		NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots</u> Week: 10/01/12 10/07/121-	<u>/Week</u> <u>Rate</u> 1 \$600.00			1		
Week: 10/08/12 10/14/121-	1 \$600.00			1		
Week: 10/15/12 10/21/121-	1 \$600.00					
Week: 10/22/12 10/28/121-	1 \$600.00					
Week: 10/29/12 11/04/121-	1 \$600.00			1		
22 WISN 10/13/12 10/13/12 College Football Ga	<del> </del>	:30		NM	1	\$6,500.00
•	:/Week Rate			, , , , ,	•	,500.00
·	<del></del>			•		

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Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sate of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 / 11 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1*5*33

Original Date / Revision <u>Advertiser</u> 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spots	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Weel		Type Spo	ts	Amount
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/08/12 10/14/121- 1	\$6,500.00	Manalada an Lamath	Data	Tuna		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
1 W/SN 10/08/12-10/14/12 College Football Game #2	230р-6р	5a :30	<del>\$6,500.00</del>	NM		
See MG 22.2	920- 6-	Co. 120	ድድ ፍላሳ ለለ	618.4		
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30	\$6,500.00	NM		
₩ MG for 22.1 10/13						
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM	7	\$7,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$ <i>5</i> 00.00					
170010 10701712	Start/End Time	Weekdays Length	Rate	Type		
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630 <i>pm</i>	5a :30	\$500.00	NM		
See MG 23.6	0-030pm	3a50	<del>\$000.00</del>	10101		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30	\$1,3 <i>5</i> 0.00	NM		
M MG for 15.1,23.1	1030p-11p	Mawriii .oo	Φ1,000.00	11111		
Week: 10/08/12 10/14/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	5a :30	\$500.00	NM		
See MG 23.7,23.8,23.9,23.10			•======			
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30	\$1,500.00	NM		
® MG for 25.2,2.4,27.1,27.2,2.3,23.2	, i			l l		
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1, <i>5</i> 00.00	MM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2						
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30	\$1,500.00	NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2						
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30	\$900.00	NM		
(h) MG for 25.2,2.4,27.1,27.2,2.3,23.2						
Week: 10/15/12 10/21/121- 1	\$ <i>5</i> 00.00					
Week: 10/22/12 10/28/121- 1	\$ <i>5</i> 00.00			_ 1		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
4 W/SN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30	\$500.00	NM		
See MG 45.3,45.4,45.5	0500.00			i		
Week: 10/29/12 11/04/121- 1	\$500.00					
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30		NM	4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/08/12 10/14/121- 1	\$200.00					
Week: 10/15/12 10/21/121- 1	\$200.00					
Week: 10/22/12 10/28/121- 1	\$200.00					
Week: 10/29/12 11/04/121- 1	\$200.00					
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			l l		
Week: 10/01/12	\$700.00					
***************************************	\$700.00 Start/End Time	Maakdaye Landth	Pate	Type		
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time 6-630pm	Weekdays Length	<u>Rate</u> \$700.00	NM		
See MG 23.7,23.8,23.9,23.10	0-030pm	3a30	<del>\$7.55.55</del>	, vivi		
Week: 10/15/12 10/21/121- 1	\$700.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
3 WISN 10/15/12-10/21/12 News Sa 6p-630p	6-630pm	5a :30	\$700.00	NM		
See MG 34.6.34.7.34.8.34.9.34.10.34.11.34.12.34.13.3	•		Ţ. 22.2 <b>0</b>			
and the annual contact and a trade to the triangle and a						

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Contract / Revision Alt Order# 939457 06262067 / 11

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spots	/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type S <sub>l</sub>	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/22/12 10/28/121- 1	\$700.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
4 WISN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30	<del>\$700.00</del>	NM		
See MG 45.3,45.4,45.5						
Week: 10/29/12 11/04/121- 1	\$700.00					
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30		NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate					
Week: 10/08/12 10/14/121- 1	\$600.00 \$600.00					
Week: 10/15/12 10/21/121- 1	\$600.00					
Week: 10/22/12 10/28/121- 1	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00					
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate	.50		INIAL	U	\$0.00
Week: 10/15/12 10/21/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Туре		
1 WISN 10/15/12-10/21/12 SA 630-7p	630 <i>p-7p</i>	Sa :30	\$500.00	NM		
See MG 23.7,23.8,23.9,23.10						
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121- 1	\$500.00			_		
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 2 WISN 10/29/12-11/04/12 SA 630-7p	Start/End Time	Weekdays Length	Rate	Type		
See MG 23.7,23.8,23.9,23.10	630p-7p	Sa :30	\$ <del>500.00</del>	NM		
N 28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p				_	
						\$1 OOO OO
	,	:30		NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate	:30		IAIĀĒ	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	,		Rate		2	\$1,000.00
Week: 10/08/12	<u>Rate</u> \$1,000.00		<u>Rate</u> \$1,000.00	Type NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description	<u>Rate</u> \$1,000.00 Start/End Time	Weekdays Length		<u>Type</u>	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 WISN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 WISN 10/16/12-10/19/12         Jimmy Kimmel	<u>Rate</u> \$1,000.00 Start/End Time	Weekdays Length		<u>Type</u>	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description           1 WISN 10/08/12-10/14/12         Sat 630-7p           See MG 28.3,28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           H) MG for 28.1 10/13	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a	Weekdays LengthSa :30 -TuwThF :30	\$ <del>1,00</del> 0.00	Type <i>NM</i> NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description           1 WISN 10/08/12-10/14/12         Sat 630-7p           See MG 28.3,28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           H MG for 28.1 10/13         Jimmy Kimmel           4 WISN 10/16/12-10/19/12         Jimmy Kimmel	Rate \$1,000.00 Start/End Time 630-7p	Weekdays Length	<del>\$1,00</del> 0.00	<u>Type</u> <i>NM</i>	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description           1 WISN 10/08/12-10/14/12         Sat 630-7p           See MG 28.3,28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         4 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         WG for 28.1 10/13	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a	Weekdays LengthSa :30 -TuwThF :30	\$ <del>1,00</del> 0.00	Type <i>NM</i> NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description           1 W/SN 10/08/12-10/14/12         Sat 630-7p           See MG 28.3,28.4         3 W/SN 10/16/12-10/19/12         Jimmy Kimmel           M G for 28.1 10/13         4 W/SN 10/16/12-10/19/12         Jimmy Kimmel           M G for 28.1 10/13         Week: 10/15/12         10/21/12	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00	Weekdays LengthSa :30 -TuwThF :30	\$ <del>1,00</del> 0.00	Type <i>NM</i> NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 W/SN 10/16/12-10/19/12         Jimmy Kimmel           M G for 28.1 10/13         Jimmy Kimmel           M G for 28.1 10/13         Jimmy Kimmel           M G for 28.1 10/13         Jimmy Kimmel           Week: 10/15/12         10/21/12           Week: 10/22/12         10/28/12	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00	Weekdays         Length          Sa         :30           -TuwThF         :30           -TuWThF         :30	\$1,000.00 \$500.00 \$500.00	Type NM NM NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 W/SN 10/16/12-10/19/12         Jimmy Kimmel           M G for 28.1 10/13         Jimmy Kimmel           M G for 28.1 10/13         Jimmy Kimmel           M G for 28.1 10/13         Jimmy Kimmel           Week: 10/15/12         10/21/12           Week: 10/22/12         10/28/12           Spot Ch         Date Range         Description	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time	Weekdays         Length          Sa         :30           -TuwThF         :30           -TuwThF         :30           Weekdays         Length	\$1,000.00 \$500.00 \$500.00 Rate	Type NM NM NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 W/SN 10/16/12-10/19/12         Jimmy Kimmel         Head of the control o	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00	Weekdays         Length          Sa         :30           -TuwThF         :30           -TuWThF         :30	\$1,000.00 \$500.00 \$500.00	Type NM NM NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Week: 10/15/12         10/21/12        1-         0           Week: 10/15/12         10/28/12        1-         1         1           Spot Ch         Date Range         Description         2 W/SN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p	Weekdays         Length          Sa         :30           -TuWThF         :30           -TuWThF         :30           Weekdays         Length          Sa         :30	\$1,000.00 \$500.00 \$500.00 Rate	Type NM NM NM NM		
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 W/SN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p	Weekdays         Length          Sa         :30           -TuwThF         :30           -TuwThF         :30           Weekdays         Length	\$1,000.00 \$500.00 \$500.00 Rate	Type NM NM NM	3	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 W/SN 10/16/12-10/19/12         Jimmy Kimmel         Head of the second	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p	Weekdays         Length          Sa         :30           -TuWThF         :30           -TuWThF         :30           Weekdays         Length          Sa         :30	\$1,000.00 \$500.00 \$500.00 Rate	Type NM NM NM NM		
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 W/SN 10/16/12-10/19/12         Jimmy Kimmel         MG for 28.1 10/13           4 W/SN 10/16/12-10/19/12         Jimmy Kimmel         MG for 28.1 10/13           Week: 10/15/12         10/21/12          0           Week: 10/15/12         10/21/12          1           Spot Ch         Date Range         Description         2           2 W/SN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5           29 W/SN 10/06/12         10/20/12         ABC Prime College Footba           Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        1         1           Week: 10/08/12         10/14/12        1         1	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00	Weekdays         Length          Sa         :30           -TuWThF         :30           -TuWThF         :30           Weekdays         Length          Sa         :30	\$1,000.00 \$500.00 \$500.00 Rate	Type NM NM NM NM		
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 W/SN 10/16/12-10/19/12         Jimmy Kimmel         Head of the second	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p	Weekdays         Length          Sa         :30           -TuWThF         :30           -TuWThF         :30           Weekdays         Length          Sa         :30	\$1,000.00 \$500.00 \$500.00 Rate	Type NM NM NM NM		
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Week: 10/15/12         10/21/12          0           Week: 10/15/12         10/21/12          1         1           Spot Ch         Date Range         Description         2         2 WISN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5           29 WISN 10/06/12         10/20/12         ABC Prime College Footba Start Date End Date Weekdays         Spots/Week           Week: 10/01/12         10/07/12        1-         1           Week: 10/08/12         10/14/12        1-         1           Week: 10/15/12         10/21/12        1-         1           Week: 10/01/12         10/07/12        1-         1           Week: 10/15/12         10/14/12        1-         1           Week: 1	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00 \$1,000.00 7-9am	Weekdays         Length          Sa         :30           -TuWThF         :30           -TuWThF         :30           Weekdays         Length          Sa         :30	\$1,000.00 \$500.00 \$500.00 Rate	Type NM NM NM NM		
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 WISN 10/16/12-10/19/12         Jimmy Kimmel         MG for 28.1 10/13           4 WISN 10/16/12-10/19/12         Jimmy Kimmel         MG for 28.1 10/13           Week: 10/15/12         10/21/12        1-         0           Week: 10/22/12         10/28/12        1-         1           Spot Ch         Date Range         Description         2           2 WISN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5           29 WISN 10/06/12         10/20/12         ABC Prime College Footba           Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Week: 10/15/12         10/12/1/12        1-         1           Week: 10/15/12         10/14/12        1-         2           30 WISN 10/13/12         11/03/12         News Sat 7-9a         Start Date         End Date         Weekdays         Spots/	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00 \$1,000.00	Weekdays         Length          Sa         :30           -TuWThF         :30           Weekdays         Length          Sa         :30           :30         :30	\$1,000.00 \$500.00 \$500.00 Rate	Type NM NM Type NM	3	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 WISN 10/16/12-10/19/12         Jimmy Kimmel         MG for 28.1 10/13           4 WISN 10/16/12-10/19/12         Jimmy Kimmel         MG for 28.1 10/13           Week: 10/15/12         10/21/12          0           Week: 10/15/12         10/21/12          1           Spot Ch         Date Range         Description         2           2 WISN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5           29 WISN 10/06/12         10/20/12         ABC Prime College Footba           Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Week: 10/15/12         10/21/12        2-         2           30 WISN 10/13/12         11/03/12         News Sat 7-9a         Start Date         End Date         Weekdays         Spots/Week           40/08/12         10/14/12        1-         1	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00 \$1,000.00 7-9am Rate \$450.00	Weekdays         Length          Sa         :30           -TuWThF         :30           Weekdays         Length          Sa         :30           :30         :30	\$1,000.00 \$500.00 \$500.00 Rate	Type NM NM Type NM	3	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 WISN 10/16/12-10/19/12         Jimmy Kimmel         MG for 28.1 10/13           4 WISN 10/16/12-10/19/12         Jimmy Kimmel         MG for 28.1 10/13           Week: 10/15/12         10/21/12        1-         1           Week: 10/15/12         10/21/12        1-         1           Spot Ch         Date Range         Description         2           2 WISN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5           29 WISN 10/06/12         10/20/12         ABC Prime College Footba Start Date End Date Weekdays         Spots/Week           Week: 10/01/12         10/07/12        1-         1           Week: 10/08/12         10/14/12        2-         2           30 WISN 10/13/12         11/03/12         News Sat 7-9a         Start Date End Date Weekdays Spots/Week           Week: 10/08/12         10/14/12        1-         1           Week: 10/15/12         10/14/12        1-	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00 \$1,000.00 7-9am Rate \$450.00 \$450.00	Weekdays         Length          Sa         :30           -TuWThF         :30           Weekdays         Length          Sa         :30           :30         :30	\$1,000.00 \$500.00 \$500.00 Rate	Type NM NM Type NM	3	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 WISN 10/16/12-10/19/12         Jimmy Kimmel         MG for 28.1 10/13           4 WISN 10/16/12-10/19/12         Jimmy Kimmel         MG for 28.1 10/13           Week: 10/15/12         10/21/12          0           Week: 10/15/12         10/21/12          1           Spot Ch         Date Range         Description         2           2 WISN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5           29 WISN 10/06/12         10/20/12         ABC Prime College Footba           Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Week: 10/15/12         10/21/12        2-         2           30 WISN 10/13/12         11/03/12         News Sat 7-9a         Start Date         End Date         Weekdays         Spots/Week           40/08/12         10/14/12        1-         1	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00 \$1,000.00 7-9am Rate \$450.00	Weekdays         Length          Sa         :30           -TuWThF         :30           Weekdays         Length          Sa         :30           :30         :30	\$1,000.00 \$500.00 \$500.00 Rate	Type NM NM Type NM	3	\$3,000.00

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Contract / Revision Alt Order # 06262067 939457 / 11

Contract Dates Estimate # Product DSCC-IE 10/02/12 - 11/06/12 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

		_	Spo				
*Line Ch Start Date End Date Description	Start/End Time	Days Len	gth Wee	ek Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate	······································	-20		2124	_	00.000.00
31 WISN 10/07/12 11/04/12 Late News 10pm Start Date End Date Weekdays Spots/Week	10p-1030p Rate		:30		NM	5	\$8,850.00
Week: 10/01/12 10/07/121 1	\$1,60 <u>0.00</u>						
Week: 10/08/12 10/14/121 1	\$1,600,00						
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	Type		
2 WISN 10/08/12-10/14/12 Late News 10pm	10p-1030p	St	:30	\$ <del>1,600.00</del>	NM		
See MG 31.6 6 WISN 10/15/12-10/15/12 World News Tonight	M Cu 520 Co	M	.20	\$2.4E0.00			
(a) MG for 31.2,15.4	M-Su 530-6p	[v]	:30	\$2,450.00	MM		
Week: 10/15/12 10/21/121 1	\$1,600.00						
Week: 10/22/12 10/28/121 1	\$1,600.00						
Week: 10/29/12 11/04/121 1	\$1,600.00						
32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date End Date Weekdays Spots/Week	Rate						40,000.00
Week: 10/08/12 10/14/121 1	\$950.00						
Week: 10/15/12 10/21/121 1	\$950.00						
Week: 10/22/12 10/28/121 1	\$950.00						
Week: 10/29/12 11/04/121 1	\$950.00						
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM		:30		NM	4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate						
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$200.00 \$200.00						
Week: 10/13/12 10/21/121 1	\$200.00						
Week: 10/29/12 11/04/121 1	\$200.00				l l		
34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p		:30		NM	13	£32 CEO 00
Start Date End Date Weekdays Spots/Week	Rate		.50		INIVI	13	\$23,650.00
Week: 10/01/12 10/07/121 1	\$500.00						
Week: 10/08/12 10/14/121 1	\$500.00						
Week: 10/15/12 10/21/121 1	\$500.00						
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
3 WISN 10/15/12-10/21/12 News Sun 530pm	530-6p	St	:30	\$500.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3			.00	04 050 00			
6 WISN 10/29/12-11/02/12 3-4p	3-4p	MTuWThF	:30	\$1,350.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 7 WISN 10/25/12-10/25/12 LastResort	7.0,46.1,3.5,5.4,20.2, Thu 7-8p	o4.o Th	:30	\$3,400.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	•		.50	₩5,400.00	14141		
8 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	5.6,46.1,3.5,5.4,20.2,	34.3		·			
9 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15							
10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWA		Th	:30	\$12,000.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 11 WISN 10/29/12-11/02/12 Jimmy Kimmel	0.6,46.1,3.5,5.4,20.2, 1130-1230a / 11		-20	\$250.00	818.4		
⊕ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15			:30	φ <b>2</b> 30.00	NM		
12 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11		:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15							
13 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11	P-MTuWThF	:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15							
14 WISN 10/28/12-10/28/12 Late News Rotation	M-F/Su 10p-11p		. :30	\$1,600.00	MM		
→ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	5.6,46.1,3.5,5.4,20.2	34.3			l		

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Contract / Revision Alt Order # 939457 06262067 / 11 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/29/12 / 10/29/12

*Line Ch Start Date End Date Description	Start/End Time	Spots Days Length Week		Cnata	A
Start Date End Date Weekdays Spots/Week	Rate	Dayo Longai Wook	reate Type	Spots	Amount
Week: 10/22/12 10/28/121 1	\$500.00				
Week: 10/29/12 11/04/121 1	\$500.00				
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	NM	5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate			_	+=,000.00
Week: 10/01/12	\$400.00				•
Week: 10/15/12 10/21/121 1	\$400.00 \$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	NRA		00 505 55
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	1	\$2,500.00
Week: 10/15/12 10/21/121 1	\$2,500.00	•			
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate				42,000.00
Week: 10/01/12 10/07/121 1 Week: 10/08/12 10/14/121 1	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00 \$400.00				
Week: 10/29/12 11/04/121	\$400.00				
38 WISN 10/14/12 11/04/12 This Week With George St		.20			
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	2	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00				
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121 1	\$1,000.00				
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	NM	3	\$12,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 -1 1	<u>Rate</u> \$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Poto Time		
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p		Rate Type \$5,000.00 NM		
See MG 39.3,39.4	, <b></b>	.00	ψ <del>ο,οοο.οο</del> τ <b>ν</b> ιγι		
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu <b></b> :30	\$5,000.00 NM		
₩ MG for 40.2,39.1	_				
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis  MG for 40.2,39,1	Tue 7-8p	-Tu :30	\$2,500.00 NM		
Week: 10/15/12 10/21/12 0	90.00				
Week: 10/22/12 10/28/12 -1 1	\$0.00 \$5,000.00				
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	.20			
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu <b></b> :30	\$2,500.00 NM		
See MG 40.3	W 0.5				
3 WISN 10/01/12-10/07/12 DWTS Results ❸ See MG 40,4	Tue 8-9p	-Tu :30	\$2,500.00 NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2 E00 00		
™ MG for 40.3 10/02	i de i-op	-Tu :30	\$2,500.00 NM		
Week: 10/08/12 10/14/12 -1 1	\$2,500.00				

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Contract / Revision Alt Order# 939457 06262067 Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 HappyEnd See MG 39.3,39.4	<u>Rate</u> <u>Start/End Time</u> Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$2,500.00	<u>Type</u> NM	
41 WISN 10/02/12 10/30/12 PrivatePractice  Start Date End Date Weekdays Spots/Week  Week: 10/01/12 10/07/12 -1 1	Tue 9-10p <u>Rate</u> \$2,200.00	:30	NM 2	\$4,400.00
Spot Ch <u>Date Range</u> <u>Description</u> 1 W/SN 10/01/12-10/07/12 Private Practice See MG 41.4	Start/End Time Tue 9-10p	Weekdays         Length         Rate           -Tu         :30         \$2,200.00	<u>Type</u> NM	
4 WISN 10/01/12-10/07/12 Scandal  ⊕ MG for 41.1 10/02  Week: 10/08/12 10/14/12 0	Thu 9-10p \$0.00	тh :30 \$2,200.00	NM	
Week: 10/15/12 10/21/12 -1 1 Spot Ch Date Range Description	\$2,200.00 Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 W/SN 10/15/12-10/21/12 PrivatePractice Credited Week: 10/22/12 10/28/12 0	Tue 9-10p \$0.00	-Tu <b>-</b> :30 \$ <del>2,200.00</del>	NM	
Week: 10/29/12 11/04/12 -1 1 42 WISN 10/16/12 10/30/12 HappyEnd	\$2,200.00 Tue 8-9p	:30	NM 1	\$3,000,00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12         -1         1	Rate \$3,000.00		1111	\$5,000,00
Spot Ch Date Range Description  1 W/SN 10/15/12-10/21/12 HappyEnd Credited	Start/End Time Tue 8-9p	Weekdays         Length         Rate           -Tu         :30         \$3,000.00	<u>Type</u> NM	
Week: 10/22/12 10/28/12 -1 1 <u>Spot Ch Date Range Description</u> 2 W/SN 10/22/12-10/28/12 HappyEnd	\$3,000.00 Start/End Time Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$3,000.00	<u>Type</u> NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34. Week: 10/29/12 11/04/12 -1 1	. <i>14</i> \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2  Start Date	230p-6p <u>Rate</u> \$7,000.00	:30	NM 1	\$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122- 2	7-1030p <u>Rate</u> \$1,300.00	:30	NM 2	\$2,600.00
N 45 WISN 10/28/12 10/28/12 Sun 9-930A  Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30	<b>NM</b> 3	\$8,800.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/22/12-10/28/12 Sun 9-930A  See MG 45.3, 45.4, 45.5	Start/End Time 9-930A	Weekdays         Length         Rate          St         :30         \$225.00	<u>Type</u> NM	
2 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5	9-930A	St :30 \$225.00	NM	
3 WISN 10/30/12-10/30/12 World News Tonight  (9) MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	M-Su 530-6p	-Tu :30 \$4,000.00	NM	
4 WISN 10/31/12-10/31/12 World News Tonight  MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	M-Su 530-6p	w :30 \$4,000.00	NM	
5 WISN 11/03/12-11/03/12 College Football Game #1	11a-230	Sa :30 \$800.00	NM	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict when above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 06262067 / 11 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 Democratic Senatorial Ca / 10/29/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate			40.00
Week: 10/22/12 10/28/12 1 1 <u>Spot Ch Date Range Description</u>	\$350.00	-		
Spot Ch Date Range Description 1 W/SN 10/22/12-10/28/12 General Hospital	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	2-3pm/1-2p	M: :30 \$350.00	NM	
47 WISN 11/06/12 11/06/12 General Hospital				
Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	:30	NM 1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM 4	¢6 400 00
Start Date End Date Weekdays Spots/Week	Rate	.50	14101 4	\$6,400.00
Week: 10/15/12 10/21/12 1 1	\$1,600.00			
Week: 10/22/12 10/28/12 1 1	\$1,600.00			
Week: 10/29/12 11/04/12 1 1	\$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM 3	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate		:	, ,======
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$500.00			
	\$500.00	-		
Spot Ch Date Range Description 2 WISN 10/22/12-10/28/12 The View	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	10-11am	M :30 \$500.00	NM	
Week: 10/29/12 11/04/12 1 1	\$500.00			
Week: 11/05/12 11/11/12 1 1	\$500.00			
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM 1	<b>6500.00</b>
Start Date End Date Weekdays Spots/Week	Rate	.30	INIVI	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00			
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 4	\$900.00
Start Date	Rate		· ''''	Ψ300.00
Week: 10/15/12 10/21/12 1 1	\$225.00		l	
Week: 10/22/12 10/28/12 1 1	\$225.00			
Week: 10/29/12 11/04/12 1 1	\$225.00			
Week: 11/05/12 11/11/12 1 1	\$225.00			
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate			
Veek: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$500.00			
	\$500.00			
53 WISN 11/06/12 11/06/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p	:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$500.00			
54 WISN 10/29/12 11/05/12 DR. OZ		.00		
Start Date End Date Weekdays Spots/Week	4P-5P	:30	NM 2	\$1,200.00
Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$600.00			
Week: 11/05/12 11/11/12 1 1	\$600.00			
55 WISN 10/15/12 11/05/12 News M-F 5p	5-530pm	:30	NM 4	\$4,000,00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141 4	\$4,000.00
Week: 10/15/12 10/21/12 1 1	\$1,000.00			
Week: 10/22/12 10/28/12 1 1	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
			-	

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Contract / Revision Alt Order# 939457 06262067 / 11 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12

Democratic Senatorial Ca

						Spots	s/			
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week		Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		''''1	7	Ψ1, <del>4</del> 00.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00				i		
Week: 11/05/12	11/11/12	1	1	\$350.00				1		
57 WISN 10/08	/12 11/05/	12 News M-F	6p	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	40,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00				ı		
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/		12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						.,
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				i		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/				6-7A		:30		NM	1	\$1,000.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1- <b></b> -	Spots/Week	<u>Rate</u>						
			1	\$1,000.00						
60 WISN 10/22/			ent Tonight	630p-7pm		:30		NM	2	\$1,700.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week	Rate						
	ite Range	Descriptio	. 1	\$850.00	187 - dad-			_ i		
1 WISN 10		***************************************	nent Tonight	Start/End Time	Weekda M		Rate	<u>Type</u>		
			11,34.12,34.13,3	630p-7pm 4.14	141 — — — — 141	:30	\$850.00	NM		
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08/	12 11/05/	12 Good More	ning America	7-9a		-20			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	5	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00				i		
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1.	\$1,000.00						
62 WISN 11/06/	12 11/06/	2 Good Morr	ning America	7-9a		:30		NM		04 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVI	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00				i		
63 WISN 10/15/	12 11/05/	12 LIVE WITH	I KELLYI	9-10am		:30		A IA A	4	£4.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	4	\$1,800.00
Week: 10/15/12	10/21/12	1	1	\$450.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$450.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$450.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$450.00				- 1		
64 WISN 10/06/	12 10/06/1	2 PostBadge	r	PostBadger		:30		NM	4	£4 000 00
		9 -		. 55,243501		.50		MINI	1	\$1,000.00

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Contract / Revision Alt Order # 939457 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/29/12 / 10/29/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate Ty	pe Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week:         10/01/12         10/07/12        S-         1	<u>Rate</u> \$1,000.00			, , , , ,
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost  Start Date	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30 N	IM 1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30 N	IM 1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30 N	IM 1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30 N	M 1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30 N	IM 1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30 N	M 2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30 N	M 1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE  Start Date	INSIDE HUD 1035 <sub>I</sub> <u>Rate</u> \$250.00	:30 N	M 1	\$250.00
		Totals	339	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount	
10/01/12 -10/28/12	230	\$210,650.00	\$179,052.50	
10/29/12 -11/06/12	109	\$110,650.00	\$94,052.50	
Totals	339	\$321,300.00	\$273,105.00	

Signature: _	Date:	

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Advertiser Ref

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 1 12 06262067 Product DSCC-IE Contract Dates <u>Estimate #</u> 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 11/01/12 / 11/01/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# <u>Advertiser Code</u> Product Code 8091 49 53

Agency Ref

Spots/ \*Line Ch Start Date End Date Description Start/End Time Length Week Davs Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$2,450.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$350.00 2 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Spot Ch Date Range Description Start/End Time Weekdays Length <u>Rate</u> <u> Type</u> 8 WISN 10/22/12-10/28/12 General Hospital 2-3pm/1-2p -TuWThF---:30 \$350.00 NM See MG 45.3,45.4,45.5 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 9 W/SN 10/29/12-11/04/12 General Hospital 2-3pm/1-2p -TuWThF---:30 \$350.00 NM See MG 57.6,57.7,57.8 10 W/SN 10/29/12-11/04/12 General Hospital 2-3pm/1-2p -TuWThF----:30 \$350.00 NM See MG 57.6,57.7,57.8 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 11 \$17,600,00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Spot Ch Date Range Description Start/End Time Weekdays **Length** Rate Type 3 W/SN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF---:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 4 W/SN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Spot Ch Date Range Description Start/End Time **Weekdays** Length Rate Type 10 W/SN 10/22/12-10/28/12 Late News 10PM 10-1030p -TuWThF-:30 \$1,600.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 11 W/SN 10/22/12-10/28/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600,00 NM See MG 45.3.45.4.45.5 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600,00

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Week: 10/01/12

Week: 10/08/12

10/07/12

10/14/12

-TWTF--

-TWTF--

2

2

Contract / Revision Alt Order # 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 11/01/12 / 11/01/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate 3 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 10 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTE--2 \$500.00 Spot Ch Date Range <u>Description</u> Start/End Time Weekdays Lenath Rate <u>Type</u> 3 W/SN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 4 W/SN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF--3 \$500,00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate <u>Type</u> 5 W/SN 10/15/12-10/21/12 The View 10-11am -TuwThF----:30 \$500.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 7 WISN 10/15/12-10/21/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 5.9.5.10.5.11 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500,00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5 \$4,750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTE--\$950.00 Week: 10/08/12 10/14/12 -TWTE--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$7,400.00 End Date Weekdays Start Date Spots/Week Rate Week: 10/01/12 10/07/12 \$750.00 -TWTF-1 Week: 10/08/12 10/14/12 -TWTE--1 \$750.00 Week: 10/15/12 10/21/12 -TWTE--2 \$750.00 Date Range Spot Ch **Description** Start/End Time Weekdays Length <u>Rate</u> <u>Type</u> 3 W/SN 10/15/12-10/21/12 Nightline 11p-1130p -TuwThF-:30 \$750.00 NM See MG 5.9,5.10,5.11 4 W/SN 10/15/12-10/21/12 Night/ine 11p-1130p -TuWThF----:30 \$750.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 9 WISN 10/21/12-10/21/12 World News Tonight \*Sun 5-530p ----SI :30 \$1,500.00 NM MG for 3.7,13.6,13.7,5.3 10 WISN 10/28/12-10/28/12 World News Tonight \*Sun 5-530p ----SI :30 \$1,500.00 NM (f) MG for 3.7,13.6,13.7,5.3 11 WISN 10/21/12-10/21/12 News Sun 7-9a -----St 7-9am :30 \$650.00 NM **MG for 3.7,13.6,13.7,5.3** Week: 10/22/12 10/28/12 -TWTF--2 \$750.00 Week: 10/29/12 11/04/12 -TWTF--2 \$750.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 7 W/SN 10/29/12-11/04/12 Nightline 11p-1130p -TuWThF----:30 \$750.00 NM See MG 57.6,57.7,57.8 WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11A-12P :30 NM 14 \$3,150,00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate

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\$225.00

\$225.00

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11/01/12 / 11/01/12



	Contract / Revision 939457 / 12	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

	L					
			Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length	Week Rate	Туре	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/15/12 10/21/12 -TWTF 3	\$22 <i>5</i> .00					
Week: 10/22/12	\$225.00					
	\$225.00	····				
7 WISN 10/09/12 11/02/12 THE CHEW	12P-1P	:30		MM	8	\$2,400.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/08/12         10/14/12         -TWTF         2	Rate			i		
Week: 10/08/12	\$300.00 \$300.00					
Week: 10/22/12 10/28/12 -TWTF 2	\$300.00					
Week: 10/29/12 11/04/12 -TWTF 2	\$300.00					
8 WISN 10/02/12 11/02/12 KATIE COURIC	***************************************	-00	·········			_
Start Date End Date Weekdays Spots/Week	M-F 2-3P Rate	:30		NM	10	\$4,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$400.00					
Week: 10/08/12	\$400.00			į		
Week: 10/15/12	\$400.00					
Week: 10/22/12	\$400.00					
Week: 10/29/12 11/04/12 -TWTF 2	\$400.00					
9 WISN 10/02/12 11/02/12 3-4p	3-4p	:30	·*************************************	NM	10	\$5,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00		*****	10	Ψ5,000.00
Week: 10/01/12	\$500.00					
Week: 10/08/12	\$ <i>5</i> 00.00					
Week: 10/15/12	\$ <i>5</i> 00.00					
Week: 10/22/12 10/28/12 -TWTF 2	\$ <i>5</i> 00.00					
Week: 10/29/12 11/04/12 -TwTF 2	\$500.00					
N 10 WISN 10/02/12 11/02/12 DR. OZ	4P- <i>5</i> P	:30		NM	9	\$5,400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TwTF         2	Rate					
Week: 10/01/12	\$600.00 \$600.00					
Week: 10/15/12 10/21/12 -TWTF 2	\$600.00					
Week: 10/22/12 10/28/12 -TWTF 2	\$600.00					
Week: 10/29/12 11/04/12 -TWTF 2	\$600.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Leng	g <u>th</u> Rate	Type		
10 WISN 10/29/12-11/04/12 DR. OZ	4P-5P		:30 \$600.00	NM		
See MG 57.6,57.7,57.8			700000	, , , , ,		
E 11 WISN 10/02/12 11/02/12 News M-F 5p	5-530pm	:30		NM	14	\$15,200.00
Start Date	<u>Rate</u>				1-7	\$10,200.00
Week: 10/01/12	\$1,000.00					
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Leng	<u>gth</u> <u>Rate</u>	<u>Type</u>		
3 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF	:30 <del>\$1,000.00</del>	NM		
See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 News M-F 5p	E E20					
See MG 11.15,11.16,11.17	5-530pm	-TuWThF	:30 <del>\$1,000.00</del>	NM		
15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th <b></b>	30 \$3,000.00	NM		
⊕ MG for 13.5,11.3,11.4,3.4,3.3	ou coo op	• • • • • • • • • • • • • • • • • • • •		FAIAI		
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	Sa	30 \$700.00	NM		
MG for 13.5,11.3,11.4,3.4,3.3			Ţ. J. J.			
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :	30 \$500.00	NM		
MG for 13.5,11.3,11.4,3.4,3.3						
Week: 10/15/12	\$1,000.00					

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Contract / Revision Alt Order# 939457 / 12 06262067 Product

Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 11/01/12 / 11/01/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate	- sys - sys	Турсорога	Attiount
Week: 10/22/12 10/28/12 -TwTF 3	\$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
9 W/SN 10/22/12-10/28/12 News M-F 5p See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	5-530pm	-TuwThF :30 \$ <del>1,000.00</del>	NM	
Week: 10/29/12 11/04/12 -TWTF 3	4.14 \$1,000.00		Ì	
12 WISN 10/02/12 11/02/12 News M-F 5a				
Start Date End Date Weekdays Spots/Week	5-6A <u>Rate</u>	:30	NM 15	\$5,250.00
Week: 10/01/12 10/07/12 -TWTF 2	\$350.00			
Week: 10/08/12	\$350.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$350.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00			
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM 8	\$9,600.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TwTF         2	Rate			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,200.00 \$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	<u>vveekdays</u> <u>Length</u> <u>Rate</u> -TuWThF :30 \$1,200.00	<u>Type</u> <i>NM</i>	
See MG 11.15,11.16,11.17		.00 \$1,200.00	14141	
Week: 10/15/12 10/21/12 -TWTF 3	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
6 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 <del>\$1,200.00</del>	NM	
See MG 5.9,5.10,5.11 7 WISN 10/15/12-10/21/12 News M-F 6p	6.600	en a multi-		
See MG 5.9,5.10,5.11	6-630pm	-TuwThF :30 \$ <del>1,200,00</del>	NM	
8 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34		.30 <del>\$1,200.00</del>	IVIVI	
Week: 10/22/12 10/28/12 -TWTF 3	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
11 W/SN 10/22/12-10/28/12 News M-F 8p	6-630 <i>pm</i>	-TuWThF :30 \$1,200.00	NM	
See MG 45.3,45.4,45.5 Week: 10/29/12 11/04/12 -TWTF 3	64 000 00			
Week: 10/29/12 11/04/12 -TWTF 3 Spot Ch Date Range Description	\$1,200.00 Start/End Time	Washing 1 U	_	
14 WISN 10/29/12-11/04/12 News M-F 6p	Start/End Time 8-630pm	Weekdays Length Rate -TuWThF :30 \$1,200.00	Type	
See MG 57.6,57.7,57.8	0-030pm	-TuwThF :30 \$ <del>1,200.00</del>	NM	
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	N58 45	04500000
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 15	\$15,000.00
Week: 10/01/12 10/07/12 -TwTF 2	\$1,000.00			
Week: 10/08/12 10/14/12 -TwTF 3	\$1,000.00			
Week: 10/15/12	\$1,000.00			
Week: 10/22/12	\$1,000.00			
	\$1,000.00			
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week	630p-7pm	:30	NM 7	\$5,950.00
Week: 10/01/12	<u>Rate</u> \$850.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM.	
See MG 23.6		.55 \$555,00		
Week: 10/08/12 10/14/12 -TWTF 2	\$850.00			

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Contract / Revision Alt Order # 939457 06262067 / 12 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 11/01/12 / 11/01/12

		Spo	ts/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee		Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate Start/End Time	Weekdays Length	Data	т	
4 W/SN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm	-TuwThF :30	<u>Rate</u> \$850.00	<u>Type</u> <i>NM</i>	
See MG 31.6	,,		<b>\$</b> 000.0 <b>0</b>	1 4161	
Week: 10/15/12	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
6 W/SN 10/15/12-10/21/12 Entertainment Tonight See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	630p-7pm	-TuWThF :30	\$850.00	NM	
Week: 10/22/12 10/28/12 -TWTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type	
8 WISN 10/22/12-10/28/12 Entertainment Tonight	630p-7pm	-TuWThF :30	\$850.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	4.14		, ,,,,,	1	
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00				
Spot Ch Date Range Description 11 WISN 10/29/12-11/04/12 Entertainment Tonight	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
11 WISN 10/29/12-11/04/12 Entertainment Tonight See MG 57.6,57.7,57.8	630p-7pm	-TuWThF :30	\$850.00	NM	
	7.0.		***************************************		
16 WISN 10/02/12 11/02/12 Good Morning America Start Date End Date Weekdays Spots/Week	7-9a <u>Rate</u>	:30		NM 21	\$21,000.00
Week: 10/01/12 10/07/12 -TWTF 3	\$1,000.00				
Week: 10/08/12	\$1,000.00				
Week: 10/15/12	\$1,000.00				
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00				
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30		NM 14	\$6,300.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12         -TwTF         2	Rate			i	
Week: 10/01/12	\$450.00 \$450.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$450.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$450.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00			1	
E 18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30		NM 0	\$0.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				Ψ0.00
Week: 10/22/12 10/28/121 1	\$3,000.00				
<u>Spot Ch                                   </u>	Start/End Time	Weekdays Length	<u>Rate</u>	Type	
1 WISN 10/22/12-10/28/12 2020 See MG 45.3,45.4,45.5	Fri 9-10p	F :30	<del>\$3,000.00</del>	NM	
N 19 WISN 10/08/12 11/05/12 Dancing	Dring Other				
Start Date End Date Weekdays Spots/Week	Prime Other Rate	:30		NM 3	\$15,000.00
Week: 10/08/12 10/14/12 1 1	\$5,000.00				
Week: 10/15/12 10/21/12 1 1	\$5,000.00				
Week: 10/22/12 10/28/12 1 1	\$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
3 W/SN 10/22/12-10/28/12 Dancing See MG 19.6	Prime Other	M :30	\$ <del>5,000.00</del>	NM	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M 120	#E 000 00		
® See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13.34		м :30	\$5,000.00	NM	
Week: 10/29/12 11/04/12 1 1	\$5,000.00				
Week: 11/05/12 11/11/12 1 1	\$5,000.00			ļ	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
5 WISN 11/05/12-11/11/12 Dancing	Prime Other	M:30	\$ <del>5,000.00</del>	NM	
See MG 57.6,57.7,57.8					

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Contract / Revision Alt Order# 939457 06262067 / 12 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 Democratic Senatorial Ca / 11/01/12

*Line Ch Start Date End Date Description	Start/End Time	Spo Days Length We		TypeSp	ots	Amount
E 20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30		NM I	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate	.00		14141	U	\$0.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			ı		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 W/SN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30	\$4,000.00	NM		
Credited	·		, ,,			
Week: 10/29/12 11/04/12 1 1	\$4,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Тур</u> е		
2 W/SN 10/29/12-11/04/12 Castle	Mon 9-10p	M :30	\$4,000.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34		.00	4 1,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30		NM	-	60 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50		INIVI	5	\$3,000.00
Week: 10/01/12 10/07/121 1	\$600.00					
Week: 10/08/12 10/14/121- 1	\$600.00					
Week: 10/15/12 10/21/121- 1	\$600.00					
Week: 10/22/12 10/28/121- 1	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00					
E 22 WISN 10/13/12 10/13/12 College Football Game #2		-00				
Start Date End Date Weekdays Spots/Week	230p-6p	:30		NM	1	\$6,500.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00			1		
Spot Ch Date Range Description	Start/End Time	Mookdown Longth	D-4-	I		
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Weekdays Length	Rate	<u>Type</u>		
See MG 22.2	230ρ-ορ	Sa :30	\$ <del>6,5</del> 00.00	NM		
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	sa :30	PC 500 00	N19.4		
⊕ MG for 22.1 10/13	200p-0p	Sa :30	\$6,500.00	NM		
E 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6 620					
Start Date End Date Weekdays Spots/Week	6-630pm	:30		NM	7	\$7,750.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Data	T		
1 W/SN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm		Rate	<u>Type</u>		
See MG 23.6	0-03 <i>0pm</i>	Sa :30	\$500.00	NM		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30	\$1,350.00	N184		
MG for 15.1,23.1	1000p-11p	MIGWIIIF30	\$1,350.00	NM		
Week: 10/08/12 10/14/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Data	T		
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm		Rate	<u>Type</u>		
See MG 23.7,23.8,23.9,23.10	0-03 <i>0piii</i>	Sa :30	\$500.00	NM		
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	N1N4		
MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000p 11p	.30	φ1,500.00	NM		
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000p-11p	.50	Ψ1,500.00	IVIVI		
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2	10004 1.15		Ψ1,500.00	INIVI		
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30	\$900.00	NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2		00	φυ συ.συ	· NIVI		
Week: 10/15/12 10/21/121- 1	\$500.00			I		
Week: 10/22/12 10/28/121- 1	\$500.00			I		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Data	T.m.		
4 W/SN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30	Rate \$500.00	<u>Type</u>		
See MG 45.3,45.4,45.5	o ocopin	3a30	<del>\$500.00</del>	NM		
Week: 10/29/12 11/04/121- 1	\$500.00					
···-··-	φουσ.συ			l l		

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Contract / Revision Alt Order # 939457 / 12 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33

<u>Advertiser</u> Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

		Spots	/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week		TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate					······································
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	***************************************	NM	4	\$800.00
Start Date	<u>Rate</u>				-•	Φ000.00
Week: 10/08/12 10/14/121- 1	\$200.00			i i		
Week: 10/15/12 10/21/121- 1	\$200.00					
Week: 10/22/12 10/28/121- 1	\$200.00			l.		
Week: 10/29/12 11/04/121- 1	\$200.00					
E 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	·····	NM	2	\$1,400.00
Start Date	<u>Rate</u>				_	4 1, 100.00
Week: 10/01/12 10/07/121 1	\$700.00					
Week: 10/08/12 10/14/121- 1	\$700.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa <b></b> :30	<del>\$700.00</del>	NM		
See MG 23.7,23.8,23.9,23.10						
Week: 10/15/12 10/21/121- 1	\$700.00					
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u>	<u>Rate</u>	<u>Type</u>		
3 W/SN 10/15/12-10/21/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa :30	<del>\$700.00</del>	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/22/12 10/28/121- 1						
	\$700.00	101 1 1 1 11		_ [		
<u>Spot Ch Date Range Description</u> 4 W/SN 10/22/12-10/28/12 News Sa 6p-630p	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 45.3,45.4,45.5	6-630 <i>pm</i>	Sa :30	<del>\$700.0</del> 0	NM		
Week: 10/29/12 11/04/121- 1	\$700.00					
26 WISN 10/06/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Week	6-7a	:30		NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00					
Week: 10/08/12 10/14/121- 1	\$600.00					
Week: 10/15/12 10/21/121- 1	\$600.00					
Week: 10/22/12 10/28/121- 1	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00					
E 27 WISN 10/20/12 11/03/12 SA 630-7p		0.0			_	
Start Date End Date Weekdays Spots/Week	630p-7p Rate	:30		NM	0	\$0.00
Week: 10/15/12 10/21/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 W/SN 10/15/12-10/21/12 SA 630-7p	630 <i>p</i> -7 <i>p</i>	Sa :30	\$500.00	NM		
See MG 23.7,23.8,23.9,23.10	٠, ٩	.00	Ψ000.00	, 4,4,4		
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
2 W/SN 10/29/12-11/04/12 SA 630-7p	630p-7p	Sa :30	\$500.00	NM		
See MG 23.7,23.8,23.9,23.10						
E 28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30		NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate			'`'''	_	Ψ1,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
<i>1 WISN 10/08/12-10/14/12</i> Sat 630-7 <i>p</i>	630-7p		\$1,000.00	NM		
See MG 28.3,28.4						
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30	\$500.00	NM		
MG for 28.1 10/13	4400.45==					
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30	\$500.00	NM		
⊕ MG for 28.1 10/13				1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Week: 10/01/12

10/07/12

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 11/01/12 / 11/01/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Davs Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 ----1-1 \$1,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/22/12-10/28/12 Sat 630-7p 630-7p -----Sa--:30 \$1,000,00 NM See MG 45.3,45.4,45.5 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p :30 NM \$3,000.00 3 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1 \$1,000.00 Week: 10/08/12 10/14/12 0 \$0.00 Week: 10/15/12 10/21/12 ----2-2 \$1,000,00 WISN 10/13/12 11/03/12 News Sat 7-9a 7-9am ·30 NM \$1,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 \$450.00 ----1-1 Week: 10/15/12 10/21/12 --1-1 \$450.00 Week: 10/22/12 10/28/12 \$450.00 1 Week: 10/29/12 11/04/12 1 \$450.00 Late News 10pm 31 WISN 10/07/12 11/04/12 10p-1030p :30 NM \$7,250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----1 1 \$1,600.00 Week: 10/08/12 10/14/12 ----1 \$1,600.00 1 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/08/12-10/14/12 Late News 10pm 10p-1030p -----St :30 \$1,600.00 NM See MG 31.6 6 WISN 10/15/12-10/15/12 World News Tonight M-Su 530-6p :30 M-----\$2,450.00 NM MG for 31.2,15.4 Week: 10/15/12 10/21/12 ----1 \$1,600.00 Week: 10/22/12 10/28/12 \_\_\_\_1 1 \$1,600.00 Week: 10/29/12 11/04/12 ----1 \$1,600.00 Spot Ch Date Range Description Weekdays Start/End Time Length Rate <u>Type</u> 5 WISN 10/29/12-11/04/12 Late News 10pm 10p-1030p ----SI. :30 \$1,600,00 NM See MG 57.6,57.7,57.8 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 3 \$2,850.00 Start Date End Date Weekdays Spots/Week Rate \$950.00 Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12 1 \$950.00 Week: 10/22/12 10/28/12 ----1 1 \$950.00 Week: 10/29/12 11/04/12 ----1 \$950.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 4 WISN 10/29/12-11/04/12 Late News SU 1030PM 1030p-11p ----St :30 \$950.00 NM See MG 57.6,57.7,57.8 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM \$800.00 Start Date End Date Weekdays Spots/Week <u>Rate</u> Week: 10/08/12 10/14/12 ----1 1 \$200.00 Week: 10/15/12 10/21/12 ----1 1 \$200.00 Week: 10/22/12 10/28/12 ----1 1 \$200.00 Week: 10/29/12 11/04/12 ----1 1 \$200.00 WISN 10/07/12 11/04/12 News Sun 530pm 530-6p :30 NM 13 \$23,650.00 End Date Start Date Weekdays Spots/Week Rate

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\$500.00

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 Contract / Revision
 Alt Order #

 939457 / 12
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 11/01/12 / 11/01/12

			Spo	ts/		
*Line Ch Start Date End Date Description	Start/End Time	Days L	ength Wee		Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate					<u> </u>
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$500.00 \$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays	Longth	Poto	Type	
3 WISN 10/15/12-10/21/12 News Sun 530pm	530-6p		<u>Length</u> Sı :30	<u>Rate</u> \$500.00	<u>Type</u> <i>NM</i>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	•		30 .00	Ψουσ.σσ	(4)41	
6 WISN 10/29/12-11/02/12 3-4p	3-4p	MTuWThF	:30	\$1,350.00	NM	
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	3,46.1,3.5,5.4,20.2,	34.3		•		
7 WISN 10/25/12-10/25/12 LastResort	Thu 7-8p	Th	:30	\$3,400.00	NM	
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6						
8 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM	
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 9 WISN 10/29/12-11/02/12 DR. OZ	0,46.1,3.5,5.4,∠0.∠, 4P-5P	34.3 MTuWThF	:30	64 375 00	NINA	
⊕ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6			:50	\$1,275.00	NM	
10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWAF	RE7-10PM	Th <b></b>	:30	\$12,000.00	NM	
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6			,,,,	¥12,000.00		
11 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 118	P-MTuWThF	:30	\$250.00	NM	
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6						
12 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11		:30	\$250.00	NM	
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6						
13 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 118		<b>-</b> :30	\$250.00	NM	
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 14 WISN 10/28/12-10/28/12 Late News Rotation	,46.1,3.5,5.4,20.2,  M-F/Su 10p-11p		·Si :30	\$1,600.00	NM	
⊕ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6			.JU .JU	\$1,000.00	IMIM	
Week: 10/22/12 10/28/121 1	\$500.00	04.0				
Week: 10/29/12 11/04/121 1	\$500.00					
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a		:30		NM 5	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					¥=1000.00
Week: 10/01/12 10/07/121 1	\$400.00					
Week: 10/08/12 10/14/121 1	\$400.00					
Week: 10/15/12 10/21/121 1	\$400.00				1	
Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	\$400.00				1	
	\$400.00					
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p		:30		NM 1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	<u>Rate</u> \$2,500,00					
37 WISN 10/07/12 11/04/12 News Sun 7-9a			-30		N18.4	
Start Date End Date Weekdays Spots/Week	7-9am Rate		:30		NM 5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00					
Week: 10/08/12 10/14/121 1	\$400.00					
Week: 10/15/12 10/21/121 1	\$400.00					
Week: 10/22/12 10/28/121 1	\$400.00					
Week: 10/29/12 11/04/121 1	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George Ste	p930-1030am		:30		NM 2	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					, 4000.00
Week: 10/08/12 10/14/121 1	\$1,000.00					
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 0	\$0.00				l	
Week: 10/29/12 11/04/121 1	\$1,000.00					
E 39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p		:30		NM (	\$12,500.00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 11/01/12 / 11/01/12

*Line Ch Charl Date Ford Date Date (		Spot			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	k Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 -1 1	<u>Rate</u> \$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Тү</u> ре	
1 W/SN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu: :30	\$5,000.00	NM	
See MG 39.3,39.4	· V		,,,,,,,,,,	,,	
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu: :30	\$5,000.00	NM	
MG for 40.2,39.1	T 7 0 -				
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis  (9) MG for 40.2.39.1	Tue 7-8p	-Tu: :30	\$2,500.00	NM	
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
E 40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30		NM 1	#3 F00 00
Start Date End Date Weekdays Spots/Week	Rate	.00		14141	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u> Type</u>	
1 W/SN 10/01/12-10/07/12 HappyEnd See MG 40.3	Tue 8-9p	-Tu: :30	<del>\$2,500.00</del>	NM	
3 WISN 10/01/12-10/07/12 DWTS Results	Tuo 9 On	T., 00	20 500 00		
® See MG 40.4	Tue 8-9p	-Tu: 30	\$2,500.00	NM	
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu: :30	\$2,500.00	NM	
MG for 40.3 10/02			<b>4</b> ,000.00	14771	
Week: 10/08/12 10/14/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
2 WISN 10/08/12-10/14/12 HappyEnd See MG 39.3,39.4	Tue 8-9p	-Tu: :30	\$ <del>2,500.00</del>	NM	
N 41 WISN 10/02/12 10/30/12 PrivatePractice Start Date End Date Weekdays Spots/Week	Tue 9-10p Rate	:30		NM 1	\$2,200.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30	\$2,200.00	NM	
See MG 41.4					
4 WISN 10/01/12-10/07/12 Scandal ∰ MG for 41.1 10/02	Thu 9-10p	Th :30	\$2,200.00	NM	
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
2 W/SN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30	\$2,200.00	NM	
Credited			,		
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12	\$2,200.00				
Spot Ch Date Range Description 3 WISN 10/29/12-11/04/12 PrivatePractice	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
See MG 57.6,57.7,57.8	Tue 9-10p	-Tu :30	\$ <del>2,200.00</del>	NM	
E 42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		NIM 4	#A 000 00
Start Date	Rate	.3∪		NM 1	\$3,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu: :30	<del>\$3,000.00</del>	NM	
Credited Week: 10/22/12 10/28/12 -1 1	<b>63 000 00</b>				
	\$3,000.00			I	

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 11/01/12 / 11/01/12

		Spo	ts/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	ek Rate	Type Spo	ots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 2 WISN 10/22/12-10/28/12 HappyEnd	<u>Rate</u> <u>Start/End Time</u> <i>Tue 8-</i> 9p	Weekdays Length	Rate \$3,000,00	Type NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/29/12 11/04/12 -1 1	4.14 \$3,000.00		•			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30		NM	1	\$7,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1-         1	<u>Rate</u> \$7,000.00				•	¥1,000.00
N 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122- 2	7-1030p <u>Rate</u> \$1,300.00	:30		NM	1	\$1,300.00
Spot Ch Date Range Description 2 WISN 10/29/12-11/04/12 ABC Prime College Footba See MG 57.6,57.7,57.8	Start/End Time 7-1030p	Weekdays Length	<u>Rate</u> \$1,300.00	<u>Type</u> NM		
E 45 WISN 10/28/12 10/28/12 Sun 9-930A	0.0004					
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30		NM	3	\$8,800.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
1 W/SN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5	9-930A	sı :30	\$225.00	NM		
2 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5	9-930 <i>A</i>	sı :30	\$ <del>225.00</del>	NM		
3 W/SN 10/30/12-10/30/12 World News Tonight ⊕ See MG 45.6	M-Su 530-6p	-Tu: :30	\$4,000.00	NM		
4 WISN 10/31/12-10/31/12 World News Tonight  B MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	M-Su 530-6p	w <b></b> :30	\$4,000.00	NM		
5 WISN 11/03/12-11/03/12 College Football Game #1      MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	11a-230	sa :30	\$800.00	NM		
6 WISN 10/29/12-10/29/12 World News Tonight	M-Su 530-6p	M: :30	\$4,000.00	NM		
E 46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30		NM	0	\$0.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         1         1	<u>Rate</u> \$350.00				Ů	Ψ0.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>		
1 W/SN 10/22/12-10/28/12 General Hospital See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	2-3pm/1-2p .14	M::30	\$350.00	NM		
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	***************************************	NM	1	\$350.00
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         -1         1	<u>Rate</u> \$350.00					
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30		NM	4	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00					
Week: 10/22/12 10/28/12 1 1	\$1,600.00					
Week: 10/29/12 11/04/12 1 1	\$1,600.00					
Week: 11/05/12 11/11/12 1 1	\$1,600.00					
E 49 WISN 10/15/12 11/05/12 The View	10-11am	:30		NM	3	\$1,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12         1         1	Rate					
Week: 10/22/12 10/28/12 1 1	\$500.00 \$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
2 W/SN 10/22/12-10/28/12 The View	10-11am	M:30	\$500.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	.14			l		

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will eccept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place edvertising on particular stations on the basis of race or ethnicity.



Week: 10/29/12

11/04/12

1-----

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

				<del> </del>						
*Line Ch Start	Data End F	)oto Doporinti	20	Chadle of Time	5	Spot				
				Start/End Time	Days	Length Wee	k Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>						
Week: 11/05/12	11/11/12	1	1	\$500.00 \$500.00						
50 WISN 11/06										
Start Date	3/12 11/06/ End Date	12 The View Weekdays	Cooks Alles II	10-11am		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	Spots/Week 1	<u>Rate</u> \$500.00						
51 WISN 10/15		12 ANDERSO	N COOPER	M-F 11A-12P						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$900.00
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29	/12 11/05/	12 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				''''	_	Ψ1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06				3-4p		:30		NM	1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					•	4000.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29				4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,=
Week: 11/05/12	11/04/12 11/11/12	1 1	1 1	\$600.00						
	***************************************			\$600.00						
N 55 WISN 10/15 Start Date	/12 11/05/ <sup>-</sup> End Date		•	5-530pm		:30		NM	3	\$3,000.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000,00						
Spot Ch Da	ite Range	Description	<u>n</u>	Start/End Time	Weekday	ys Length	Rate	<u>Type</u>		
4 WISN 11.	/05/12-11/11	/12 News M-F	5p	5-530pm	M		\$1.000.00	NM		
See MG 5	7.6,57.7,57.8			,			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,,,,,,		
56 WISN 10/15/	/12 11/05/1	12 News M-F	5a	5-6A	*****	:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	Ψ1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12		1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
N 57 WISN 10/08/			•	6-630pm		:30		NM	6	\$22,150.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1 <b>-</b>	Spots/Week	Rate				ſ		
Week: 10/15/12	10/14/12	1	1	\$1,200.00						
Week: 10/13/12	10/21/12	1	1	\$1,200.00						
TICCH. TOTZETTE	10/20/12	T	ı	\$1,200.00				ľ		

\$1,200.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
4 W/SN 10/29/12-11/04/12 News M-F 6p	6-630pm	M: :30 \$1,200.00	NM	
See MG 57.6,57.7,57.8				
6 WISN 11/05/12-11/05/12 Dancing	Prime Other	M :30 \$10,000.00	NM	
MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.4,3				
7 WISN 11/04/12-11/04/12 Once	Sun 7-8p	St :30 \$7,000.00	NM	
MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.4,3     WISN 11/01/12-11/02/12 Late News 1030PM	1.5,1.9,1.10,57.5,5 1030p-11p		.,,,	
MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.4,3			NM I	
Week: 11/05/12 11/11/12 1 1	\$1,200,00	7.4		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
5 W/SN 11/05/12-11/11/12 News M-F 6p	6-630pm	M :30 \$1,200.00	NM	
See MG 57.6,57.7,57.8		.00 01,200.00	1 4,7,7	
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	:30	NM 4	\$4,000,00
Start Date End Date Weekdays Spots/Week	Rate	.00	14191	\$4,000.00
Week: 10/15/12 10/21/12 1 1	\$1,000.00			
Week: 10/22/12 10/28/12 1 1	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			4 - 1 - 2 - 2 - 2
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
E 60 WISN 10/22/12 11/05/12 Entertainment Tonight	630p-7pm	:30	NM 2	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	Rate			
Week: 10/22/12	\$850.00	NATA ALALAMA I II II II II II II	_	
1 WISN 10/22/12-10/28/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.		M :30 \$8 <del>50.00</del>	NM	
Week: 10/29/12 11/04/12 1 1	\$850.00		1	
Week: 11/05/12 11/11/12 1 1	\$850.00		1	
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a	:30	NM 5	#F 000 00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 5	\$5,000.00
Week: 10/08/12 10/14/12 1 1	\$1,000.00			
Week: 10/15/12 10/21/12 1 1	\$1,000.00			
Week: 10/22/12 10/28/12 1 1	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			+1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$1,800.00
Start Date End Date Weekdays Spots/Week	Rate		1	•
Week: 10/15/12 10/21/12 1 1	\$450.00			
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$450.00			
Week: 11/05/12 11/11/12 1 1	\$450.00			
	\$450.00			
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM 1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12\$- 1	Rate \$1,000,00			
	\$1,000.00		l	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Specified.

HearsI television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular slations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 11/01/12 / 11/01/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week	630-7p, 6-630p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1.500.00				
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIAI	'	\$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00				
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	<u>Rate</u> \$350.00				
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NIBA		205000
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	1	\$250.00
Week: 10/01/12 10/07/12S- 1	\$250.00				
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	<u>Rate</u> \$200.00				
70 WISN 10/04/12 10/05/12 KATIE COURIC					
Start Date End Date Weekdays Spots/Week	M-F 2-3P Rate	:30	NM	2	\$800.00
Week: 10/01/12 10/07/12TF 2	\$400.00				
71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate				Ţ.,000.00
Week: 10/01/12	\$1,500.00				
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week	INSIDE HUD 1035	ı :30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$250.00				
				000	0004
		Totals		328	\$321,300.00

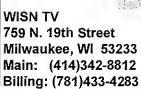
Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 230 \$210,650.00 \$179,052.50 10/29/12 -11/06/12 98 \$110,650.00 \$94,052.50 Totals 328 \$321,300.00 \$273,105.00

Signature:	Date:
<u> </u>	Date.

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Billing Address:

Great American Media Attention: Accounts Payable 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Send Payment To:

WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

<u>Station</u>	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Flight Dates	Order #	Alt Order #
10/02/12 - 11/06/12	939457	06262067
Billing Calendar Broadcast	Billing Type Cash	Deal#
Special Handling		
IDB#	Advertiser Code	Product Code
IDB # 8091	Advertiser Code 49	Product Code 53

Spots
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Line	Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1	10/02/12	11/02/12	General Hosp	ital	2-3pm/1-2p	-TWTF	:30	2	\$350.00	NM	
	Weeks:	Start Date 10/01/12		<u>WTFSS</u> WTF	Spots/Week 2	<u>Rate</u> \$350.00					
	Spots: # Ch	<u>Day Air</u>	Date Air Tim	e Descrip	<u>tion</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
	2 WI	SN W 10.	/03/12 1:24 P	M General	Hospital	2-3pm/1-2p	:3	0 DSCC12W	103тн		\$350.00 NM
				M General		2-3pm/1-2p	:3	O oscc12w	103тн		\$350.00 NM
	Weeks:	Start Date 10/08/12	10/14/12 -T	<u>WTFSS</u> WTF	Spots/Week 2	<u>Rate</u> \$350.00					
	Spots: # Ch			e Descript		Start/End Time		<u>h</u> <u>Ad-ID</u>			Rate Type
	-			M General	•	2-3pm/1-2p		O DSCC12wi			\$350.00 NM
	4 WIS			VI General		2-3pm/1-2p	:3	O oscc12w	:04тн		\$350.00 NM
	Weeks:	Start Date 10/15/12	10/21/12 -T	WTFSS WTF	<u>Spots/Week</u> 2	<u>Rate</u> \$350.00					
ŀ	Spots: # Ch			<u>Descript</u>		Start/End Time		h Ad-ID			Rate Type
				VI General	*	2-3pm/1-2p		O DSCC12W1			\$350.00 NM
	5 WIS			M General		2-3pm/1-2p	:3	O DSCC12W1	105тн		\$350.00 NM
		Start Date 10/22/12		WTFSS WTF	Spots/Week 2	<u>Rate</u> \$350.00					
	Spots: # Ch			<u>Descript</u>		Start/End Time		h Ad-ID			Rate Type
				VI General	•	2-3pm/1-2p		O DSCC12W1	г06тн		\$350.00 NM
	8 WIS		/25/12 45.3,45.4,45.5	General	Hospital	2-3pm/1-2p	.0	0			\$350.00 NM
2	10/02/12	11/02/12	Late News 10	РМ	10-1030p	-TWTF	:30	2	\$1,600.00	NM	
		Start Date 10/01/12		WTFSS WTF	Spots/Week 2	<u>Rate</u> \$1,600.00					
	Spots: # Ch	Day Air	Date Air Time	<u>Descript</u>	<u>ion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	2 WIS	SN Tu 10/	02/12 10:25 PI	M Late Ne	ws 10PM	10-1030p	:3	0 DSCC12WI	:03тн		\$1,600.00 NM
	1 WIS	SN W 10/	03/12 10:25 PI	VI Late Nev	ws 10PM	10-1030p	:3	O DSCC12WI	г03тн		\$1,600.00 NM
		Start Date 10/08/12		WTFSS WTF	Spots/Week 2	<u>Rate</u> \$1,600.00					
	Spots: # Ch	Day Air	Date Air Time	<u>Descript</u>	<u>ion</u>	Start/End Time	Lengt	<u>h Ad-ID</u>			Rate Type
	3 WIS		'11/12 23.7,23.8,23.9,2:		ws 10 <i>PM</i>	10-1030p	.0	0			\$1,600.00 NM
	4 WIS		12/12 23.7,23.8,23.9,23		ws 10PM	10-1030p	:0	0			\$1,600.00 NM
•	Weeks:	Start Date		WTFSS	Spots/Week	<u>Rate</u>					

### INVOICE



Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

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	Invoice #	Invoice Date	Invoice Month	Invoice Period
	939457-1	10/28/12	October 2012	10/01/12 - 1 <b>0/28</b> /12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Spots/

						Spots/			
ne Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
2 10/02/12	11/02/12	Late News 10PM	10-1030p	-TWTF	:30	2	\$1,600.00	NM	
	10/15/12	10/21/12 -TWTF	4	\$1,600.00					
Spots: # C	h <u>Day Aìr</u>	Date Air Time Desc	<u>ription</u>	Start/End Time	<u>Lengti</u>	h Ad-ID			Rate Ty
6 W	/ISN Tu 10.	/16/12 10:23 PM Late I	News 10PM	10-1030p	:30	DSCC12W1	:05тн		\$1,600.00 i
7 W	/ISN W 10	/17/12	News 10PM	10-1030p	:30	DSCC12WI	:05ТН		\$1,600.00 i
		/18/12 10:30 PM Late I		10-1030p		DSCC12wi			\$1,600.00 i
		/19/12 10:32 PM Late I		10-1030p	:30	DSCC12W1	:05тн		\$1,600.00
Weeks:	Start Date 10/22/12	End Date MTWTFSS -TWTF	Spots/Week 3	<u>Rate</u> \$1,600.00					
Spots: # C				Start/End Time	Lenath	Ad-ID			<u>Rate</u> Ty
. –			Vews 10PM	10-1030p	:00				\$1,600.00 I
	See MG	34.6,34.7,34.8,34.9,34.1	0,34.11,34.12,34.13,3	34.14					
9 W	ISN Th 10		News 10PM	10-1030p	:30	DSCC12WI	:06тн		\$1,600.00 N
11 W		/26/12 Late I 45.3,45.4,45.5	Vews 10PM	10-1030p	:00	)			\$1,600.00 N
3 10/02/12	11/02/12	The View	10-11am	-TWTF	.20	2	<b>#500.00</b>	A 12.4	
3 10/02/12	11/02/12		IU-IIam	-1W1F	:30	2	\$500.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS -TWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$500.00					****
Spots: # Cl	h <u>Day Air</u>			Start/End Time	Length	Ad-ID			Rate Ty
1 W	ISN Tu 10/	02/12 9:59 AM The V	iew	10-11am		DSCC12WI	:03тн		\$500.00 N
2 W		03/12 10:59 AM The V	iew	10-11am	:30	) DSCC12WI	:03тн		\$500.00 N
Weeks.	Start Date 10/08/12	End Date MTWTFSS 10/14/12 -TWTF	Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # Ci	h <u>Day Aìr</u>	Date Air Time Descr	<u>iption</u>	Start/End Time	Length	Ad-ID			Rate Ty
3 W	ISN <i>Th</i> 10/ See <i>MG</i>	/11/12 The V 11.15,11.16,11.17	ïew	10-11am	:00	)			\$500.00 N
4 W		12/12 The V 11.15,11.16,11.17	iew .	10-11am	:00	)			\$500.00 N
Weeks:	Start Date 10/15/12		Spots/Week 3	<u>Rate</u> \$500.00					
Spots: # Ch			<u>iption</u>	Start/End Time	<u>Length</u>	Ad-ID			<u>Rate Ty</u>
6 W	ISN Tu 10/	16/12 10:31 AM The V	iew	10-11am	:30	) DSCC12WI	05ТН		\$500.00 N
7 W		18/12 The V 5.9,5.10,5.11	iew	10-11am	:00	)			\$500.00 N
5 WI		19/12 The V 34.6,34.7,34.8,34.9,34.1(		10-11am 34.14	:00	)			\$500.00 N
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 -TWTF	Spots/Week 3	<u>Rate</u> \$500.00					
Spots: # Ch				Start/End Time	Length	η Ad-ID			Pata Tu
		24/12 10:43 AM The V	•	10-11am		) DSCC12WI	06тн		<u>Rate</u> <u>Tyr</u> \$500.00 N
		25/12 10:59 AM The V		10-11am		DSCC12WI			\$500.00 N
		26/12 9:58 AM The V		10-11am		DSCC12WI			\$500.00 N
4 10/02/12	11/02/12	Late News 1030PM	1030p-11p	-TWTF	:30	1	\$950.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS -TWTF	Spots/Week	Rate					
Spots: # Ch			1 ntion	\$950.00 Start/End Time	Length	Ad-ID			Data 7
	SN W 10/0			1030p-11p		) DSCC12WI	03тн		<u>Rate Tyr</u> \$950.00 N
Weeks:	Start Date		Spots/Week	Rate	.50	,			ψ350,00 N
	10/08/12	10/14/12 -TWTF	1	\$950.00					
Spots: # Ch			•	Start/End Time	Length				Rate Typ
	SN Tu 10/0		_	1030p-11p	:30	DSCC12WI	04тн		\$950.00 N
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	<u>Rate</u>					





WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Ī	Invoice #	Invoice Date	Invoice Month	Invoice Period
	000 101 1	10/28/12	October 2012	10/01/12 - 10/28/12

<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

ne Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
4 10/02/12	11/02/12	Late News 1030PM	1030p-11p	-TWTF	:30	1	\$950.00	NM	
Spots: <u>#</u> Cl 3 W Weeks:	10/15/12 h <u>Day Air</u> ISN Th 10 <u>Start Date</u>	/18/12		\$950.00 <u>Start/End Time</u> 1030p-11p <u>Rate</u>		n <u>Ad-ID</u> O oscc12wi0	95тн		<u>Rate</u> <u>Typ</u> \$950.00 NN
Spots: <u>#</u> Cl 4 W		10/28/12 -TwTF Date <u>Air Time</u> <u>Descr</u> /26/12 10:56 PM Late N		\$950.00 <u>Start/End Time</u> 1030p-11p		<u>1 Ad-ID</u> ) DSCC12WI0	•6тн		<u>Rate Type</u> \$950.00 NN
5 10/02/12	11/02/12	Nightline	11p-1130p	-TWTF	:30	1	\$750.00	NM	
Weeks: Spots: # Cl		10/07/12 -TWTF Date Air Time Descri		<u>Rate</u> \$750.00 <u>Start/End Time</u>	Length	<u>Ad-ID</u>			Rate Type
Weeks:	SN Tu 10/ Start Date 10/08/12	End Date MTWTFSS -TWTF	Spots/Week 1	11p-1130p <u>Rate</u> \$750.00		) DSCC12WIO	3тн		\$750.00 NN
Spots: <u>#</u> Ct 2 Wl Weeks:		/12/12 11:20 PM Nightli		Start/End Time 11p-1130p <u>Rate</u> \$750.00		<u>Ad-ID</u> ) DSCC12wI0	4тн		<u>Rate</u> <u>Type</u> \$750.00 NN
Spots: <u>#</u> Ch 3 Wl	SN Th 10			Start/End Time 11p-1130p	<u>Lengtł</u> :00	<u>Ad-ID</u>			<u>Rate Type</u> \$750.00 NN
4 WI	-	/19/12 Nightli 34.6,34.7,34.8,34.9,34.10		11p-1130p 4.14	:00	)			\$750.00 NN
11 W	SN Su 10/ MG for 3	721/12 7:29 AM News	Sun 7-9a	7-9am	:30	) oscc12wi0	5тн		\$650.00 NN
9 WI	SN Su 10/	21/12 5:51 PM World .7,13.6,13.7,5.3	News Tonight	*Sun 5-530p	:30	) DSCC12WIO	5тн		\$1,500.00 NN
10 WI	SN Su 10/	•	News Tonight	*Sun 5-530p	:30	DSCC12WIO	6тн		\$1,500.00 NM
Weeks:	Start Date 10/22/12		Spots/Week 2	<u>Rate</u> \$750.00					
Spots: # Ch 6 WI		Date Air Time Descri 24/12 11:16 PM Nightlii		Start/End Time 11p-1130p		<u>Ad-ID</u> DSCC12WIO	6тн		<u>Rate Type</u> \$750.00 NM
5 WI	SN Th 10/	•		11p-1130p		DSCC12WIO			\$750.00 NM
6 10/02/12	11/02/12	ANDERSON COOPER	M-F 11A-12P	-TWTF	:30	2	\$225,00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 -TWTF	Spots/Week 2	<u>Rate</u> \$225.00				•	
Spots: # Ch				Start/End Time		Ad-ID	<b>3</b>		Rate Type
		02/12		M-F 11A-12P M-F 11A-12P		) OSCC12WIO ) DSCC12WIO			\$225.00 NM
Weeks:	Start Date 10/08/12		Spots/Week 2	Rate \$225.00	.30	, 0300121110	3111		\$225.00 NM
Spots: # Ch				Start/End Time	Length				Rate Type
		11/12 11:39 AM ANDE		M-F 11A-12P		oscc12wi0			\$225.00 NM
Weeks:	SN F 10/ Start Date 10/15/12	12/12 11:40 AMANDER <u>End Date</u> <u>MTWTFSS</u> 10/21/12 -TWTF	Spots/Week 3	M-F 11A-12P <u>Rate</u> \$225.00	:30	) DSCC12WIO	+1H		\$225.00 NM
Spots: # Ch	<u>Day</u> Air	Date Air Time Descrip	<u>otion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
		16/12 11:56 AMANDER		M-F 11A-12P		DSCC12WIO			\$225.00 NM
77 1 4 71	SN W 10/1	17/12 11:20 AMANDE	RSON COOPER	M-F 11A-12P	:30	oscc12wi0	5тн		\$225.00 NM
	SN F 10/	19/12 11:23 AMANDER	200110000	M-F 11A-12P		oscc12wi0			\$225.00 NM



WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial	CamDSCC-IE	1533

Start Date	e End Date	Des	cription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
6 10/02/12	11/02/12	AND	ERSON COOPER	M-F 11A-12P	<b>-</b> TWTF	:30	2	\$225.00	NM	
	10/22/12	10/28	/12 -TWTF	3	\$225.00					
Spots: # C			Air Time Descrip		Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Ty
		/24/12	11:41 AMANDER		M-F 11A-12P		O DSCC12WIC			\$225.00
		/25/12	11:51 AMANDER		M-F 11A-12P		O DSCC1ZWI(			\$225.00
		/26/12	11:41 AM ANDER		M-F 11A-12P		0 oscc12w10			\$225.00
7 10/09/12	11/02/12		CHEW	12P-1P	-TWTF	:30	2	\$300.00	NM	
Weeks:	Start Date 10/08/12	End D 10/14/		<u>Spots/Week</u> 2	<u>Rate</u> \$300.00					
Spots: # C	h <u>Day Ai</u> ı	Date	Air Time Descrip	<u>otion</u>	Start/End Time	<u>Lengtl</u>	1 Ad-ID			Rate T
1 W	/ISN Tu 10	/09/12	12:29 PM THE CI		12P-1P	:3	) DSCC1ZWIO	4TH		\$300.00
		/10/12	12:29 PM THE CI		12P-1P	:3	) oscc12wi0	4TH		\$300.00
Weeks:	Start Date 10/15/12	End D 10/21/		Spots/Week 2	<u>Rate</u> \$300.00					
Spots: # C			Air Time Descrip	_	Start/End Time	l enati	1 Ad-ID			Rate T
. –		/18/12	12:30 PM THE CI		12P-1P		) DSCC12WIO	5TH		\$300.00
4 W	ISN F 10	/19/12	12:31 PM THE CI	HEW	12P-1P	:30	oscc12wr0	5тн		\$300.00
Weeks:	Start Date			Spots/Week	<u>Rate</u>					,
0	10/22/12	10/28/		. 2	\$300.00					
Spots: # C		<u>Date</u> /24/12	Air Time Descrip 12:29 PM THE CH		Start/End Time 12P-1P		1 <u>Ad-ID</u>	C		Rate T
		/25/12	12:57 PM THE CI		12P-1P		) DSCC12WIO ) DSCC12WIO			\$300.00 \$300.00
3 10/02/12	11/02/12		E COURIC	M-F 2-3P	-TWTF	:30	2	\$400.00	NM	\$300.00
Weeks:	Start Date	End Da		Spots/Week	Rate		_	V 100.00		
TTO CINO	10/01/12	10/07/		2	\$400.00					
Spots: # C	h <u>Day Air</u>	Date	Air Time Descrip	<u>tion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate T
2 W	ISN W 10/	03/12	2:29 PM KATIE		M-F 2-3P	:30	) oscc12w10	3тн		\$400.00
		05/12	2:57 PM KATIE (		M-F 2-3P	:30	) DSCC12WIO	3ТН		\$400.00
Weeks:	Start Date 10/08/12	End Da 10/14/1		Spots/Week 2	<u>Rate</u> \$400.00					
Spots: # Cl			Air Time Descrip	_	Start/End Time	l enati	Ad-ID			Rate Tv
. –		11/12	2:30 PM KATIE (		M-F 2-3P		DSCC12WIO	4тн		\$400.00
3 W	ISN F 10/	12/12	2:16 PM KATIE (	COURIC	M-F 2-3P	:30	) DSCC12WIO	4тн		\$400.00
Weeks:	Start Date 10/15/12	End Da 10/21/		Spots/Week 2	<u>Rate</u> \$400.00					,,,,,,,,
Spots: # Cl	n <u>Day Air</u>	Date	Air Time Descrip	<u>tion</u>	Start/End Time	Lengti	Ad-ID			Rate T
		16/12	2:13 PM KATIE (	COURIC	M-F 2-3P	:30	) DSCC12WIO	5TH		\$400.00
		19/12	2:15 PM KATIE (		M-F 2-3P	:30	) DSCC12wI0	5тн		\$400.00
Weeks:	Start Date 10/22/12	10/28/		Spots/Week 2	<u>Rate</u> \$400.00					
Spots: # Ch			Air Time Descript	<u>tion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate T
		24/12	2:37 PM KATIE (		M-F 2-3P	:30	) DSCC12wi0	6тн		\$400.00
7 W	ISN Th 10/	25/12	2:42 PM KATIE (	COURIC	M-F 2-3P	:30	) oscc12w10	6тн		\$400.00
10/02/12	11/02/12	3-4p		3-4p	-TWTF	:30	2	\$500.00	NM	-
Weeks:	Start Date 10/01/12	End Da 10/07/1		Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # Ch			Air Time Descript		Start/End Time	<u>Leng</u> th	Ad-ID			Rate Ty
		02/12	3:45 PM 3-4p		3-4p		DSCC12WIO	3тн		\$500.00 N
2 W/	SN Th 10/	04/12	3:31 PM 3-4p		3-4p	:30	) DSCC12WIO	3тн		\$500.00
2 ***	Start Date		ite <u>MTWTFSS</u>							



INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10 <b>/2</b> 8/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	· · · —	1533

							Spots/				
Line Start Date	End Date	Descri	iption	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
9 10/02/12	11/02/12	3-4p		3-4p	-TWTF	:30	2	\$500.00	NM		
	10/08/12	10/14/1:	2 -TWTF	2	\$500.00						
Spots: # Ch	<u>Day</u> Air	Date	Air Time Descri	ption	Start/End Time	Lengt	h Ad-ID			Rate	Type
3 WIS		/10/12	3:29 PM 3-4p		3-4p	:3	O DSCC12WI	04тн		\$500.00	NM
4 WIS		/12/12	3:30 PM 3-4p		3- <u>4</u> p	:3	O DSCC12WI	04тн		\$500.00	NM (
	Start Date 10/15/12	End Dat 10/21/1:		Spots/Week 2	<u>Rate</u> \$500.00						
Spots: # Ch	Day Air		Air Time Descri		Start/End Time	Lenat	h Ad-ID			Rate	Tyne
5 WIS		16/12	3:38 PM 3-4p		3-4p		O DSCC12WI	05тн		\$500.00	
6 WIS	_	17/12	3:47 PM 3-4p		3-4p	:3	O DSCC12WI	05тн		\$500.00	
	Start Date 10/22/12	End Dat 10/28/12		Spots/Week 2	<u>Rate</u> \$500.00						
Spots: # Ch	<u>Day Air</u>	<u>Date</u>	Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			<u>Rate</u>	<u>Type</u>
8 WIS		25/12	3:56 PM 3-4p		3-4p		O DSCC12WI			\$500.00	MM
7 WIS	N F 10/	26/12	2:59 PM 3-4p		3-4p	:3	0 DSCC12WI	О6ТН		\$500.00	NM
10 10/02/12	11/02/12	DR. O	Z	4P-5P	-TWTF	:30	2	\$600.00	NM		
	Start Date 0/01/12	End Dat 10/07/12		Spots/Week 2	<u>Rate</u> \$600.00						
Spots: # Ch	Day Air		Air Time Descri	·	Start/End Time	Lenati	h Ad-ID			Rate	Tyne
1 WISI		02/12	4:13 PM DR. O		4P-5P		O DSCC12WI(	Э3тн		\$600.00	
2 WISI	N W 10/	03/12	4:20 PM DR. O	7	4P-5P	:30	O DSCC12WI	) <b>3</b> тн		\$600.00	
	Start Date 0/08/12	End Dat 10/14/12		Spots/Week 2	<u>Rate</u> \$600.00					,	
Spots: # Ch	Day Air	Date 4	<u> Air Tìme Descri</u>	<u>otion</u>	Start/End Time	<u>Lengtl</u>	h Ad-ID			Rate	<u>Type</u>
4 WISI		11/12	4:37 PM DR. 02		4P-5P		DSCC12WI			\$600.00	NM
3 WISI		12/12	4:55 PM DR. 02		4P-5P	:30	O DSCC12WI	)4тн		\$600.00	NM
	<u>8tart Date</u> 0/15/12	10/21/12		Spots/Week 2	<u>Rate</u> \$600.00						
Spots: # Ch	Day Air		Air Time Descri		Start/End Time	Lenati	h Ad-ID			Rate	Type
6 WISI		17/12	4:23 PM DR. 02		4P-5P		O DSCC12WI	)5тн		\$600.00	
5 WISI	N F 10/	19/12	4:55 PM DR. 02	<u>,                                     </u>	4P-5P	:30	O DSCC12WI	05тн		\$600.00	
	tart Date			Spots/Week	Rate						
	0/22/12	10/28/12		2	\$600.00	141	- A-L ID			<b>.</b>	_
Spots: # Ch 7 WISI	Day Air		<u>Air Time</u> <u>Descrip</u> 4:38 PM DR. Q2		Start/End Time 4P-5P		<u>h Ad-ID</u> O DSCC12WI(	16ти		Rate 1	
8 WISI			4:39 PM DR. 02		4P-5P		O DSCC12W10			\$600.00 \$600.00	NM NM
							O OSCCIENTO			\$000.00	INIVI
11 10/02/12	11/02/12	News N	И-F 5р 	5-530pm	-TWTF	:30	2	\$1,000.00	NM		
	tart <u>Date</u> 0/01/12	End Date 10/07/12		Spots/Week 2	<u>Rate</u> \$1,000.00						
Spots: # Ch	-		Air Time Descrip		Start/End Time	Length	<u>Ad-ID</u>			Rate :	<u>Type</u>
	N W 10/0		5:21 PM News N		5-530pm		) DSCC12WI(			\$1,000.00	
	N Th 10/0		5:25 PM News N		5-530pm	:30	) DSCC12WI(	)3тн		\$1,000.00	NM
	tart <u>Date</u> 0/08/12	10/14/12		<u>Spots/Week</u> 3	<u>Rate</u> \$1,000.00						
Spots: # Ch	Day Airl		Air Time Descrip		Start/End Time		n Ad-ID			Rate	
	V Tu 10/0		5:12 PM News N	•	5-530pm		DSCC12WIC	04тн		\$1,000.00	
	N Th 10/1 See MG	11.15,11.		•	5-530 <i>p</i> m	:00	0			\$1,000.00	NM
15 WISN	N Th 10/1 MG for 13		5:56 PM World I 1.4,3.4,3.3	News Tonight	M-Su 530-6p	:30	) DSCC12WI(	)4тн		\$3,000.00	NM
4 WISN	N F 10/1 See MG :	12/12 11.15,11.:	News 1 16,11.17	<i>1-F</i> 5p	5-530pm	.00	ס			<del>\$1,000.00</del>	NM





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	Invoice #	Invoice Date	Invoice Month	Invoice Period
	939457-1	10/28/12	October 2012	10/01/12 - 1 <b>0/2</b> 8/12

<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

ine Start Date	e End Date	Descriptio	n	Start/End Time	MTWTFSS		Spots/ Week	Rate	Туре	
11 10/02/12	11/02/12	News M-F	5p	5-530pm	-TWTF	:30	2	\$1,000.00	NM	
Spots: # C 17 W	VISN F 10		Time Descrip 22 AM Jimmy 1.3.4.3.3		Start/End Time 1130-1230a	<u>Length</u> :30	<u>Ad-ID</u> DSCC12w	104тн		<u>Rate Tyr</u> \$500.00 N
16 W	VISN Sa 10		3 PM College	Football Game #1	11a-230	:30	DSCC12w:	104тн		\$700.00 N
Weeks:		End Date 10/21/12	MTWTFSS -TWTF	Spots/Week 3	<u>Rate</u> \$1,000.00					
Spots: # C	h <u>Day Ai</u>	<u>r Date</u> Air	<u>Time</u> <u>Descrip</u>	<u>otion</u>	Start/End Time	<u>Length</u>	Ad-ID			<u>Rate Typ</u>
			7 PM News N	•	5-530pm		DSCC12W			\$1,000.00 N
			3 PM News N	•	5-530pm	:30	DSCC12W1	105тн		\$1,000.00 NI
7 W Weeks:		/19/12 5:2 End Date 10/28/12	7 PM News N MTWTFSS -TWTF	/I-F 5p <u>Spots/Week</u> 3	5-530pm <u>Rate</u> \$1,000.00	:30	DSCC12W1	105ТН		\$1,000.00 NI
Spots: <u>#</u> C 10 W			<u>Time</u> Description   5 PM News N		Start/End Time 5-530pm	Length :30	<u>Ad-ID</u> DSCC12W1	т06тн		<u>Rate Typ</u> \$1,000.00 NI
9 W	/ISN W 10.	/24/12	News fi	•	5-530pm	:00				\$1,000.00 N
				34.11,34.12,34.13,3	4.14					V.,000.80 /4/
		/25/12 5:2	9 PM News N	1-F 5p	5-530pm	:30	DSCC12W1	106тн		\$1,000.00 N
12 10/02/12	11/02/12	News M-F	5a	5-6A	-TWTF	:30	2	\$350.00	NM	-
Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$350.00					
Spots: # C	h <u>Day Air</u>	Date Air	<u> Time</u> <u>Descrip</u>	<u>tìon</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate Typ
			4 AM News N	I-F 5a	5-6A	:30	DSCC12WI	:03тн		\$350.00 NI
	_		3 AM News N		5-6A	:30	DSCC12wi	:03тн		\$350.00 N
Weeks:	Start Date 10/08/12	10/14/12	MTWTFSS -TWTF	Spots/Week 3	<u>Rate</u> \$350.00					
Spots: # C			<u> Fime</u> <u>Descrip</u>		Start/End Time	<u>Length</u>				Rate Type
			4 AM News M		5-6A	:30	DSCC12WI	г04тн		\$350.00 N
			1 AM News M		5-6A	:30	DSCC12WI	:04тн		\$350.00 NN
			8 AM News M		5-6A	:30	DSCC12WI	:04тн		\$350.00 NN
Weeks:	Start Date 10/15/12	<u>End Date</u> 10/21/12	MTWTFSS -TWTF	Spots/Week 3	<u>Rate</u> \$350.00					
Spots: # Cl			<u> ime Descrip</u>	-	Start/End Time	Length .	Ad-JD			Rate Type
. –			1 AM News M		5-6A		DSCC12WI	:05тн		\$350.00 NN
8 W	ISN Th 10/	18/12 5:5	4 AM News M	l-F 5a	5-6A		DSCC12WI			\$350.00 NN
7 W	ISN F 10/	19/12 5:1	0 AM News M	I-F 5a	5-6A	:30	DSCC12WI	:05тн		\$350.00 NN
Weeks:		End Date		Spots/Week	<u>Rate</u>					
	10/22/12		-TWTF	3	\$350.00					
Spots: # Cf			ime Descrip		Start/End Time	<u>Length</u>				Rate Type
			2 AM News M		5-6A		DSCC12WI			\$350.00 NN
			4 AM News M		5-6A		DSCC1ZWI			\$350.00 NN
		25/12 5:39	9 AM News M	-F 5a	5-6A	:30	DSCC12WI	U6TH		\$350.00 NN
13 10/02/12	11/02/12	News M-F	6p	6-630pm	-TWTF	:30	2	\$1,200.00	NM	
Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$1,200.00					
Spots: # Ch	n <u>Day</u> Air	Date Air T	ime Descript	ion	Start/End Time	Length .	Ad-ID			Rate Type
	ISN Tu 10/		3 PM News M	-F 6p	6-630pm	:30	OSCC12WI	:03тн		\$1,200.00 NM
1 WI	ISN Th 10/		PM News M	-F 6p	6-630pm	:30	OSCC12WI	:03тн		\$1,200.00 NM
Weeks:	Start Date		MTWTFSS	Spots/Week	Rate					
Cnote: # Of	10/08/12	10/14/12	-TWTF	3	\$1,200.00		A.L.ID			
Spots: # Ch	n <u>Day Air</u>	<u>∪ate</u> <u>Air I</u>	<u>ime</u> Descript	ion	Start/End Time	بـ <u>Length</u>	<u>Ad-ID</u>			Rate Type





WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

 Invoice #	Invoice Date	Invoice Month	Invoice Perio d
9394 <b>57-1</b>	10/28/12		10/01/12 - 10 <b>/28</b> /12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Spots/

						Spots/			
ne Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
13 10/02/12	11/02/12	News M-F 6p	6-630pm	-TWTF	:30	2	\$1,200.00	NM	
Spots: # Cl	n <u>Day Ai</u> i	r Date <u>Air Time</u> De	scription	Start/End Time	Lengt	h Ad-ID			Rate Typ
5 W	ISN <i>Tu</i> 10	/09/12 Ne	ws M-F 6p	6-630 <i>pm</i>	:0				\$1,200.00 NI
		11. 15, 11. 16, 11. 17							-
		/10/12 6:22 PM Ne	•	6-630pm		) DSCC12W:			\$1,200.00 NN
4 Wi Weeks:	SN F 10. Start Date	/12/12	•	6-630pm	:30	) oscc12w:	104тн		\$1,200.00 NM
vveens.	10/1 <i>5</i> /12	10/21/12 -TWTF-	- <u>3pots/veek</u>	<u>Rate</u> \$1,200.00					
Spots: # Ch	n <u>Day Air</u>	Date <u>Air Time</u> De	scription_	Start/End Time	Lengti	1 Ad-ID			Rate Type
6 WI	SN W 10		ws M-F 6p	6-630 <i>pm</i>	:00	0			\$1,200.00 NA
7 160		5.9,5.10,5.11	14 E C-	0.000					
/ VVI	SN Th 10. See MG	718/12 IVe 5.9, 5.10, 5.11	ws M-F 6p	6-630 <i>p</i> m	:00	)			\$1,200.00 NA
8 WI	SN F 10.	/19/12 Ne	ws M-F 6p	6-630 <i>pm</i>	.00	כ			\$1,200.00 NA
1811			4.10,34.11,34.12,34.13,3						
Weeks:	10/22/12	End Date MTWTFS 10/28/12 -TWTF-		<u>Rate</u> \$1,200.00					
Spots: # Ch	_		-	Start/End Time	Lenath	n Ad-ID			Rate Type
10 WI	SN W 10/	/24/12 6:12 PM Ne	ws M-F 6p	6-630pm		oscc12wi	<b>г</b> 06тн		\$1,200.00 NM
11 WI	SN Th 10/		ws M-F 6p	6-630 <i>pm</i>	:00	)			\$1,200.00 NN
0.145		45.3,45.4,45.5	M. 5.0						
		26/12 6:21 PM Ne		6-630pm	:30	) oscc12w1	г06тн		\$1,200.00 NM
14 10/02/12	11/02/12	News M-F 6a	6-7A	-TWTF	:30	2	\$1,000.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFS		Rate					
Spots: # Ch			<del>-</del>	\$1,000.00 Start/End Time	Length	Ad-ID			Rate Type
. –	SN Tu 10/			6-7A		) oscc12w1	<b>г</b> 03тн		\$1,000.00 NM
2 WI	SN F 10/	05/12 6:27 AM Ne	ws M-F 6a	6-7A		oscc12w1			\$1,000.00 NM
Weeks:	Start Date 10/08/12	End Date MTWTFS		<u>Rate</u>					V.,000.00
Spots: # Ch			_	\$1,000.00 Start/End Time	Length	Ad-ID			Date Time
	SN Tu 10/			6-7A		) DSCC12WI	:04тн		Rate Type \$1,000.00 NM
		10/12 6:13 AM Nev		6-7A		DSCC12WI			\$1,000.00 NM
4 WI:	SN Th 10/	11/12 6:14 AM Nev	ws M-F 6a	6-7A		DSCC12WI			\$1,000.00 NM
Weeks:	Start Date			<u>Rate</u>					01,000.00 141
Ot # Ob	10/15/12	10/21/12 -TWTF-	<u>-</u>	\$1,000.00					
Spots: # Ch				Start/End Time		Ad-ID	.05		Rate Type
	SN Th 10/	******		6-7A		) OSCC12WI			\$1,000.00 NM
6 WIS		19/12 6:27 AM Nev		6-7A 6-7A		) OSCC12WI ) DSCC12WI			\$1,000.00 NM
Weeks:	Start Date			Rate	.30	DOCCTEMI	.0318		\$1,000.00 NM
	10/22/12	10/28/12 -TWTF-		\$1,000.00					
Spots: # Ch				Start/End Time	Length	Ad-ID			<u>Rate Type</u>
10 WIS		24/12 6:29 AM Nev		6-7A		DSCC12WI			\$1,000.00 NM
11 WIS		25/12 6:26 AM Nev		6-7A		oscc12wi			\$1,000.00 NM
9 WIS		26/12 6:42 AM Nev		6-7A		oscc12wi			\$1,000.00 NM
15 10/02/12	11/02/12	Entertainment Tonig	jht 630p-7pm	-TWTF	:30	2	\$850.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFS: 10/07/12 -TWTF-		<u>Rate</u> \$8 <i>5</i> 0.00					
Spots: # Ch	Day Air			Start/End Time	Length	Ad-ID			Rate Time
2 WIS			ertainment Tonight	630p-7pm		DSCC12WI	:03тн		<u>Rate Type</u> \$850.00 NM
1 WIS			ertainment Tonight	630 <i>p-7pm</i>	:00				\$850.00 NM
	See MG 2			<b> </b>	. 50				1222.00 IVIN



INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12		10/01/12 - 10/28/12

Advertiser Product Estimate Number
Democratic Senatorial Cam DSCC-IE 1533

Spots/
MTWTFSS Length Week Rate Type

							Spots/			
e Start Date	End Date	Descript	ion	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
15 10/02/12	11/02/12	Entertair	nment Tonight	630p-7pm	-TWTF	:30	2	\$850.00	NM	
Weeks:	Start Date 10/08/12	End Date 10/14/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$850.00					
Spots: # C			r Time Descrip		Start/End Time	Length	V4 ID			Data -
				inment Tonight	630p-7pm		DSCC12WI	<b>П</b> АТИ		Rate ] \$850.00
		/12/12		inment Tonight	630p-7pm	:00	DJCCIZNI	04111		
<b>→</b> V(	See MG		Enterta	annent ronign	630p-7pm	.00				\$850.00
Weeks:	Start Date		MTWTFSS	Spots/Week	Rate					
	10/15/12	10/21/12	-TWTF	3	\$850.00					
Spots: # C		***************************************	r Time Descrip	<u>otion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate 1
5 W	/ISN Tu 10	/16/12 6:	:29 PM Enterta	inment Tonight	630p-7pm	:30	DSCC12WI	05ТН		\$850.00
7 V	/ISN W 10.	/17/12 6:	:56 PM Enterta	inment Tonight	630p-7pm	:30	DSCC12WI	05тн		\$850.00
6 W		/19/12		inment Tonight	630p-7pm	:00				\$850.00
				34.11,34.12,34.13,3						
Weeks:	Start Date		MTWTFSS	Spots/Week	Rate					
C	10/22/12 h <u>Day Air</u>	10/28/12	-TWTF r Time Descrip	2	\$850.00	1 11-	A - E 1175			<b>-</b>
Spots: # C				inment Tonight	Start/End Time	<u>Length</u>		netu.		Rate T
				3	630p-7pm		DSCC12WI	00111		\$850.00
σvv		/25/12 34 6 34 7 3		inment Tonight 34.11,34.12,34.13,3	630p-7pm	:00				\$ <del>850.00</del>
				9 1. 7 1 0 1. 7 E   9 3. 7 O   0	7,,73					
5 10/02/12	11/02/12	Good Mo	rning America	7-9a	-TWTF	:30	3	\$1,000.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
Cnote: # C	10/01/12 h <u>Day</u> Air	10/07/12	-TWTF	3	\$1,000.00	1	A - L ID			<b>-</b>
Spots: # Cl			Time Descrip	lorning America	Start/End Time 7-9a	<u>Length</u>		N2 <del>T</del> 11		Rate T
				_	7-9a 7-9a		OSCC12WI			\$1,000.00
				lorning America Iorning America	7-9a 7-9a		oscc12wi			\$1,000.00
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate	.50	DSCC12WI	מוכט		\$1,000.00
************	10/08/12	10/14/12	-TWTF	4	\$1,000.00					
Spots: # Cl	h <u>Day Air</u>	Date Air	Time Descrip	<u>tíon</u>	Start/End Time	Length	Ad-ID			Rate T
		09/12 8:	40 AM Good M	lorning America	7-9a		oscc12wI	04тн		\$1,000.00
6 W	ISN W 10/	/10/12 8:	41 AM Good N	lorning America	7-9a	:30	DSCC12WI	04тн		\$1,000.00
4 W	ISN Th 10/			lorning America	7-9a	:30	oscc12wi	04тн		\$1,000.00
5 W	ISN F 10/			lorning America	7-9a	:30	DSCC12WI	04тн		\$1,000.00
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					41,000.00
	10/15/12	10/21/12	-TWTF	4	\$1,000.00					
Spots: # Cl			Time Descrip		Start/End Time	<u>Length</u>	<u>Ad-ID</u>			<u>Rate</u> <u>T</u>
10 W	ISN Tu 10/	16/12 7:	59 AM Good N	lorning America	7-9a	:30	DSCC12WI	05тн		\$1,000.00
9 W	ISN W 10/	17/12 8:	47 AM Good N	lorning America	7-9a	:30	DSCC12WI	05тн		\$1,000.00
8 W	ISN Th 10/	18/12 7:	55 AM Good M	lorning America	7-9a	:30	DSCC12WI	05Тн		\$1,000.00
11 W			29 AM Good M	lorning America	7-9a	:30	DSCC12wi	05тн		\$1,000.00
Weeks:	Start Date		<u>MTWTFSS</u>	Spots/Week	<u>Rate</u>					
0	10/22/12	10/28/12	-TWTF	5	\$1,000.00	,				
Spots: # Ch			Time Descrip		Start/End Time	<u>Length</u>		0.6		Rate T
				orning America	7-9a		DSCC12WI			\$1,000.00
				orning America	7-9a		DSCC12WI			\$1,000.00
				orning America	7-9a		DSCC12WI			\$1,000.00
				orning America	7-9a		DSCC12WI			\$1,000.00
15 WI	ISN F 10/	26/12 8:4	43 AM Good M	orning America	7-9a	:30	DSCC12wI	06тн		\$1,000.00
10/02/12	11/02/12	LIVE WIT	H KELLY!	9-10am	-TWTF	:30	2	\$450.00	NM	-
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Pato					
vvccnb.	Start Date 10/01/12	End Date 10/07/12	-TWTF	Spots/vveek 2	<u>Rate</u> \$450.00					





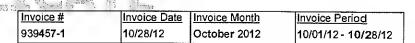
	5 17113		
Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 1 <b>0/2</b> 8/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

ine Start Da	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
17 10/02/12	11/02/12	LIVE WITH KELLY!	9-10am	-TWTF	:30	2	\$450.00	NM	
Spots: <u>#</u>			cription  WITH KELLY!	Start/End Time 9-10am		Ad-ID DSCC12w1	:03тн		<u>Rate Type</u> \$450.00 NM
2 Weeks:			WITH KELLY! Spots/Week	9-10am <u>Rate</u> \$450.00		DSCC12WI			\$450.00 NM
	VISN W 10	0/10/12 9:54 AM LIVE	WITH KELLY!	Start/End Time 9-10am		oscc12w1			<u>Rate</u> <u>Type</u> \$450.00 NM
Weeks:	VISN F 10 Start Date 10/15/12	· · · · · · · · · · · · · · · · · · ·		9-10am <u>Rate</u> \$450.00	:30	DSCC12W1	:04тн		\$450.00 NM
	VISN W 10	)/17/12 9:55 AM LIVE	WITH KELLY!	Start/End Time 9-10am		OSCC12WI			<u>Rate</u> <u>Type</u> \$450.00 NM
5 1	VISN F 10	)/19/12 9:38 AM LIVE	WITH KELLY! WITH KELLY!	9-10am 9-10am		OSCC12WI DSCC12WI			\$450.00 NM \$450.00 NM
Weeks:	10/22/12	End Date MTWTFSS 10/28/12 -TWTF r Date Air Time Desc	3	<u>Rate</u> \$450.00 Start/End Time	<u>Length</u>	Ad-ID			<u>Rate</u> Type
9 \	VISN Tu 10	)/23/12 9:46 AM LIVE	: WITH KELLY! : WITH KELLY!	9-10am 9-10am	:30	OSCC12WI			\$450.00 NM \$450.00 NM
8 \	VISN Th 10	/25/12 9:55 AM LIVE	WITH KELLY!	9-10am		oscc12wi			\$450.00 NM
18 10/26/12	10/26/12	2020	Fri 9-10p	1 <b></b>	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	1	<u>Rate</u> \$3,000.00					-
Spots: <u>#</u> ( 1 V	VISN F 10	r Date <u>Air Time</u> <u>Desc</u> 1/26/12 2020 245.3,45.4,45.5		Start/End Time Fri 9-10p	<u>Length</u> :00				Rate Type \$3,000.00 NM
19 10/08/12	11/05/12	Dancing	Prime Other	1	:30	1	\$5,000.00	NM	
Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 1	1	<u>Rate</u> \$5,000.00					
Spots: <u>#</u> ( 1 V Weeks:		/08/12 7:45 PM Dand	cing	Start/End Time Prime Other Rate \$5,000.00	<u>Length</u> :30	Ad-ID DSCC12WI	03тн		<u>Rate</u> <u>Type</u> \$5,000.00 NM
Spots: # 0 2 V Weeks:		Date   Air Time   Desc  /15/12   8:39 PM Dand   End Date   MTWTFSS   10/28/12   1		Start/End Time Prime Other Rate \$5,000.00	<u>Length</u> :30	Ad-ID oscc12wI	:04тн		Rate Type \$5,000.00 NM
Spots: <u>#</u> 0 3 V		/22/12 Dano		Start/End Time Prime Other	<u>Length</u> :00				<u>Rate</u> <u>Type</u> \$5,000.00 NM
6 V	/ISN M 10	/22/12 Dano 34.6,34.7,34.8,34.9,34.1		Mon 7-8p 4.14	.00:				\$5,000.00 NM
20 10/22/12	10/29/12	Castle	Mon 9-10p	1	:30	1	\$4,000.00	NM	
Weeks: Spots: # 0				Rate \$4,000.00 Start/End Time	Length			,	Rate Type
	ISN M 10 Credited		<b>C</b>	Mon 9-10p	.00:				\$4,000.00 NM
21 10/06/12	11/03/12	Late News Sa 10pm	10-1035p	1-	:30	1	\$600.00	NM	



WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879



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<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial	Cam DSCC-IE	1533

Spots/ End Date Start Date Description Start/End Time MTWTFSS Length Week Rate Type 21 10/06/12 11/03/12 Late News Sa 10pm 10-1035p ----1-:30 \$600.00 NM Start Date End Date Weeks: MTWTFSS Spots/Week Rate 10/01/12 10/07/12 ----1-\$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Sa 10/06/12 11:22 PM Late News Sa 10pm 10-1035p :30 DSCC12WI03TH \$600.00 NM LR - Football MTWTFSS Start Date End Date Weeks: Spots/Week Rate ----1-10/08/12 10/14/12 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type :30 oscc12w104TH 2 WISN Sa 10/13/12 10:53 PM Late News Sa 10pm 10-1035p \$600.00 NM <u>MTWTFSS</u> Weeks: Start Date End Date Spots/Week Rate 10/15/12 10/21/12 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WISN Sa 10/20/12 11:32 PM Late News Sa 10pm 10-1035p :30 OSCC12WI05TH \$600.00 NM LR - Football **MTWTFSS** Spots/Week Weeks: Start Date End Date Rate \$600.00 10/22/12 10/28/12 \_\_\_\_1\_ Spots: # Ch Air Time Description Day Air Date Start/End Time Length Ad-ID Rate Type 4 WISN Sa 10/27/12 11:00 PM Late News Sa 10pm :30 OSCC12WI06TH 10-1035p \$600.00 NM LR - Football 22 10/13/12 10/13/12 College Football Game #2230p-6p ----1-:30 \$6,500.00 NM End Date Weeks: Start Date **MTWTFSS** Spots/Week Rate 10/08/12 10/14/12 ----1-\$6,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WISN Sa 10/06/12 2:29 PM College Football BADGER 230p-6p :30 oscc12wI03TH \$6,500.00 NM MG for 22.1 10/13 1 WISN Sa 10/13/12 College Football Game #2 230p-6p :00 \$6,500-00 NM See MG 22.2 11/03/12 6-630pm 23 10/06/12 News Sa 6p-630p ----1-.30 \$500.00 NM Weeks Start Date **End Date MTWTFSS** Spots/Week Rate 10/07/12 10/01/12 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WISN F 10/05/12 10:41 PM Late News 1030PM 1030p-11p :30 OSCC12WI03TH \$1,350.00 NM MG for 15.1,23.1 1 WISN Sa 10/06/12 News Sa 6p-630p 6-630pm :00 \$500.00 NM See MG 23.6 Start Date End Date **MTWTFSS** Weeks: Spots/Week Rate 10/08/12 10/14/12 **--**--1-\$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 10:53 PM Late News 1030PM 7 WISN W 10/10/12 1030p-11p :30 DSCC12WIO4TH \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 10/11/12 10:52 PM Late News 1030PM 9 WISN Th :30 OSCC12WIO4TH 1030p-11p \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 8 WISN F 10/12/12 10:44 PM Late News 1030PM 1030p-11p :30 oscc12w104TH \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 2 WISN Sa 10/13/12 News Sa 6p-630p 6-630pm :00 \$500.00 NM See MG 23.7,23.8,23.9,23.10 10 WISN Sa 10/13/12 8:45 PM Prime Nascar M-Su 6-1030PM ·30 oscc12wt04th \$900.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 Start Date End Date <u>MTWTFSS</u> Spots/Week Weeks: Rate 10/21/12 10/15/12 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WISN Sa 10/20/12 6:27 PM News Sa 6p-630p 6-630pm :30 DSCC12WIOSTH \$500.00 NM **MTWTFSS** Weeks: Start Date End Date Spots/Week Rate 10/28/12 \$500.00

INVOICE



4 WISN Sa 10/27/12

1 WISN Sa 10/13/12

2 WISN Sa 10/20/12

3 WISN Sa 10/27/12

1 WISN Sa 10/06/12

2 WISN Sa 10/13/12

3 WISN Sa 10/20/12

4 WISN Sa 10/27/12

Line Start Date

23 10/06/12

24 10/13/12

Weeks:

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25 10/06/12

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Send Payment To: WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice# Invoice Date Invoice Month Invoice Period 10/28/12 939457-1 October 2012 10/01/12 - 10/28/12

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Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

			Democratic Sens	atorial Car	nDSCC-IE		153	3
4 I V	Docambles	Start/End Time	A277. (PAIR 5 -	f musels	Spots/	Det	<b>T</b>	
End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
11/03/12	News Sa 6p-630p	6-630pm	1-	:30	1	\$500.00	NM	
Ch <u>Day Air l</u>			Start/End Time	<u>Lengt</u>	h <u>Ad-ID</u>			Rate Type
	27/12 News Si 45.3,45.4,45.5	а 6 <i>р-</i> 630 <i>р</i>	6-630pm	:0	0			\$500.00 NM
11/03/12	Sa 458-6a	456-6AM	1-	:30	1	\$200.00	NM	
Start Date 10/08/12	End Date MTWTFSS 10/14/121-	Spots/Week 1	<u>Rate</u> \$200.00				***************************************	
h <u>Day Air I</u>			Start/End Time	<u>Lengtl</u>	<u>h Ad-ID</u>			Rate Type
VISN Sa 10/1			456-6AM	:3	O DSCC12WIC	)4ТН		\$200.00 NM
<u>Start Date</u> 10/15/12	End Date MTWTFSS 10/21/121-	Spots/Week 1	<u>Rate</u> \$200.00					
h Day Airi		ion	Start/End Time	[ enati	h Ad-ID			Rate Type
/ISN Sa 10/2			456-6AM		DSCC12WIC	)5ТН		\$200.00 NM
Start Date 10/22/12	End Date MTWTFSS 10/28/121-	Spots/Week 1	<u>Rate</u> \$200.00					V-1177 1 111.
th <u>Day Air [</u>			Start/End Time		h <u>Ad-ID</u>			Rate Type
/ISN Sa 10/2	27/12 5:54 AM Sa 458-6	5a	456-6AM	:30	) DSCC12WI(	)6тн		\$200.00 NM
11/03/12	News Sa 6p-630p	6-630pm	1-	:30	1	\$700.00	NM	
	End Date MTWTFSS 10/07/121-	Spots/Week 1	<u>Rate</u> \$700.00					
h <u>Day Air C</u>			Start/End Time		n <u>Ad-ID</u>			Rate Type
/ISN Sa 10/0			6-630pm	:30	) DSCC12WIO	)3ТН		\$700.00 NM
	End Date MTWTFSS 10/14/121-	Spots/Week 1	<u>Rate</u> \$700.00					
h <u>Day Air E</u>		ion '	Start/End Time	Lenati	n Ad-ID			Rate Type
/ISN Sa 10/1	3/12 News Sa	a 6p-630p	6-630 <i>pm</i>	.00				\$700.00 NM
	23.7,23.8,23.9,23.10							
	End Date <u>MTWTFSS</u> 10/21/121-	Spots/Week 1	<u>Rate</u> \$700.00					
h Day Air D		ion '	Start/End Time	Lenath	Ad-ID			Rate Type
ISN Sa 10/2		6p-630p	6-630 <i>pm</i>	00:				\$700.00 NM
See MG 3	34.6,34.7,34.8,34.9,34.10,3	14.11,34.12,34.13,34						\$.00.00 INN
Start Date		Spots/Week	<u>Rate</u>					
10/22/12 h <u>Day Air D</u>	10/28/121- <u>Date Air Time</u> <u>Descript</u> i	ion	\$700.00 Start/End Time	[ engt	n Ad-ID			Pata Turas
ISN Sa 10/2		<u>юн</u> а 6 <i>р</i> -630 <i>р</i>	6-630 <i>pm</i>	:0i				Rate Type \$700.00 NM
	5.3,45.4,45.5	·						Ψ100 <del>:00</del> 14191
11/03/12	Sat GMA	6-7a	1-	:30	1	\$600.00	NM	
	End Date MTWTFSS 10/07/121-	Spots/Week 1	<u>Rate</u> \$600.00					
h <u>Day Aìr D</u>		i <u>on</u>	Start/End Time	Lenath	n Ad-ID			Rate Type
ISN Sa 10/0			6-7a		DSCC12WIO	3TH		\$600.00 NM
	End Date MTWTFSS	Spots/Week	<u>Rate</u>					
10/08/12	10/14/121-	1	\$600.00	,				<b>D</b> . –
	IDTO DIE LIMA I INSCRICT	OD	C+A++/- NA Ti	1	3 A M I I C			

26 10/06/12 11/03/12 Sat GMA	6-7a	1-	:30 1	\$600.00	NM
Weeks:         Start Date 10/01/12         End Date 10/07/12         MTWTFSS1-	Spots/Week 1	<u>Rate</u> \$600.00			
Spots: # Ch Day Air Date Air Time Descri	<u>ption</u>	Start/End Time	Length Ad-ID		<u>Rate</u> <u>Type</u>
1 WISN Sa 10/06/12 6:54 AM Sat GI	MΑ	6-7a	:30 DSCC12WI03	TH	\$600.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/08/12 10/14/121	Spots/Week 1	<u>Rate</u> \$600.00			
Spots: # Ch Day Air Date Air Time Descri	<u>ption</u>	Start/End Time	Length Ad-ID		Rate Type
2 WISN Sa 10/13/12 6:39 AM Sat GI	ИΑ	6-7a	:30 DSCC12WI04	тн	\$600.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/15/12 10/21/121-	Spots/Week 1	<u>Rate</u> \$600.00			
Spots: # Ch Day Air Date Air Time Descri	ption	Start/End Time	Length Ad-ID		Rate Type
3 WISN Sa 10/20/12 6:48 AM Sat GI	ЛΑ	6-7a	:30 DSCC12WI05	TH	\$600.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/22/12 10/28/121	Spots/Week 1	<u>Rate</u> \$600.00			
Spots: # Ch Day Air Date Air Time Descri	otion	Start/End Time	<u>Length</u> <u>Ad-ID</u>		Rate Type

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Weeks:

Start Date End Date

MTWTFSS

WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Dat	e End Date	Description		Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
26 10/06/12	11/03/12	Sat GMA		6-7a	1-	:30	1	\$600.00	NM	
Spots: <u>#</u> 4 \	Ch <u>Day A</u> WISN Sa 10		ne <u>Descriptio</u> AM Sat GMA	<u>on</u>	Start/End Time 6-7a		Ad-ID DSCC12W	и 106тн		<u>Rate</u> <u>Type</u> \$600.00 NM
27 10/20/12	11/03/12	SA 630-7p		630p-7p	1-	:30	1	\$500.00	NM	
Weeks: Spots: # 0	10/15/12 Ch <u>Day A</u> WISN Sa <i>1</i> 0	10/21/12 - ir Date Air Tin	TWTFSS 1- ne <u>Description</u> SA 630-7, 23.10	_	Rate \$500.00 Start/End Time 630 <i>p-7p</i>	<u>Length</u> :00	ı <u>Ad-ID</u> )			<u>Rate</u> <u>Type</u> \$500.00 NM
28 10/13/12	10/27/12	Sat 630-7p		630-7p	1-	:30	1	\$1,000.00	NM	
Weeks: Spots: # (	VISN Sa 10	10/14/12 r Date <u>Air Tim</u>	TWTFSS 1- ne Description Sat 630-7		Rate \$1,000.00 <u>Start/End Time</u> 630-7p	Length :00				<u>Rate Type</u> \$1,000.00 NM
4 V	MSN W 10	)/17/12 12:11 / 28.1 10/13	AM Jimmy Kir	nmel	1130-1230a	:30	DSCC12W	105ТН		\$500.00 NM
3 V	VISN Th 10	1/18/12 12:16 A 28.1 10/13	AM Jimmy Kir	nmel	1130-1230a	:30	DSCC12W	105тн		\$500.00 NM
Weeks: Spots: # 0 2 V	<u>Start Date</u> 10/22/12 Ch <u>Day Ai</u> VISN Sa 10	End Date M 10/28/12 Date Air Tim	FWTFSS 1- le <u>Descriptio</u> Sat 630-7	_	Rate \$1,000.00 <u>Start/End Time</u> 630-7p	<u>Length</u> :00				<u>Rate Type</u> \$1,000-00 NM
29 10/06/12	10/20/12	ABC Prime C	ollege Footb	7-1030p	1-	:30	1	\$1,000.00	NM	
Weeks: Spots: <u>#</u> 0 3 V	VISN Sa 10 <u>Start Date</u> 10/15/12 Ch <u>Day Air</u> VISN Sa 10	10/07/12 10/07/12 10:01 P 10/06/12 10:01 P 10/06/12 10:01 P 10/21/12 10/21/12 9:17 P	WTFSS 2- e <u>Descriptio</u> M ABC Prim	e College Footbal Spots/Week 2	Rate \$1,000.00 Start/End Time 7-1030p Rate \$1,000.00 Start/End Time 7-1030p 7-1030p	<u>Length</u> :30	oscc12w	105тн		Rate Type \$1,000.00 NM Rate Type \$1,000.00 NM \$1,000.00 NM
30 10/13/12	11/03/12	News Sat 7-9	a i	<sup>7</sup> -9am	1-	:30	1	\$450.00	NM	<u> </u>
Weeks: Spots: # C 2 W Weeks: Spots: # C	VISN Sa 10.  Start Date 10/15/12  th Day Air VISN Sa 10.  Start Date 10/22/12	10/14/12 Date Air Tim /13/12 7:29 A End Date MT 10/21/12 Date Air Tim /20/12 7:55 A End Date MT 10/28/12 Date Air Tim /20/12 Air Tim /20/12 Air Tim /20/12 Air Tim	WTFSS1- e Description M News Sate WTFSS1- e Description M News Sate WTFSS1- e Description M News Sate WTFSS1- M News Sate M News Sate	7-9a Spots/Week 1 1 7-9a Spots/Week 1 1 1	Rate \$450.00 Start/End Time 7-9am Rate \$450.00 Start/End Time 7-9am Rate \$450.00 Start/End Time 7-9am	<u>Length</u> :30 <u>Length</u>	Ad-ID DSCC12w	105тн		Rate Type \$450.00 NM Rate Type \$450.00 NM
31 10/07/12	11/04/12	Late News 10		0p-1030p	<b>-</b> 1	:30	1 1	\$1,600.00	NM	\$450.00 NM
							•	Ţ.,=00.00		

<u>Rate</u>

Spots/Week

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Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 1 <b>0/2</b> 8/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Spots/

							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
31	10/07/12	11/04/12	Late News 10pm	10p-1030p	1	:30	1	\$1,600.00	NM	
	Spots: # Ch 1 Wis	10/01/12 <u>Day Air</u> SN Su 10/ <u>Start Date</u> 10/08/12	07/12 10:28 PM Late	cription News 10pm Spots/Week	\$1,600.00 <u>Start/End Time</u> 10p-1030p <u>Rate</u> \$1,600.00		h <u>Ad-ID</u> O DSCC12W	созтн		<u>Rate</u> <u>Type</u> \$1,600.00 NM
	Spots: <u>#</u> Ch 2 WIS		Date Air Time Description Late	•	\$1,600.00 <u>Start/End Time</u> 10p-1030p	<u>Lengtl</u> :0:	n <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$1,600-00 NM
	6 WIS	SN M 10/ MG for 3		d News Tonight	M-Su 530-6p	:30	D DSCC12W	г04тн		\$2,450.00 NM
	Spots: <u>#</u> Ch 3 WIS Weeks:	Start Date 10/15/12	End Date         MTWTFSS           10/21/12        1           Date         Air Time         Desc           21/12         10:16 PM Late	1 cription News 10pm Spots/Week	<u>Rate</u> \$1,600.00 <u>Start/End Time</u> 10p-1030p <u>Rate</u> \$1,600.00		1 <u>Ad-ID</u> ) DSCC12WI	сО5тн		<u>Rate</u> <u>Type</u> \$1,600.00 NM
	Spots: <u>#</u> Ch 4 WIS	<u>Day Air</u> SN Su 10/3			Start/End Time 10p-1030p		n <u>Ad-ID</u> Discc12wi	:06тн		<u>Rate</u> <u>Type</u> \$1,600.00 NM
32	10/14/12	11/04/12	Late News SU 1030F	PM 1030p-11p	<b></b> 1	:30	1	\$950.00	NM	
	Spots: <u>#</u> Ch 1 WIS Weeks:	Start Date 10/08/12 <u>Day Air</u> SN Su 10/ Start Date 10/15/12	10/14/121 <u>Date Air Time Desc</u> 14/12 10:52 PM Late	1 ription News SU 1030PM Spots/Week	Rate \$950.00 Start/End Time 1030p-11p Rate		1 <u>Ad-ID</u> ) DSCC12W1	го4тн	· · · ·	<u>Rate</u> <u>Type</u> \$950.00 NM
	Spots: <u>#</u> Ch 2 WIS Weeks:	Day Air SN Su 10/2 Start Date 10/22/12	<u>Date</u> <u>Air Time</u> <u>Desc</u> 21/12 10:50 PM Late	·	\$950.00 <u>Start/End Time</u> 1030p-11p <u>Rate</u> \$950.00		<u>1 Ad-ID</u> ) DSCC12W1	:05тн		<u>Rate</u> <u>Type</u> \$950.00 NM
	Spots: # Ch	Day Air N Su 10/2	Date Air Time Desc	ription News SU 1030PM	Start/End Time 1030p-11p		1 <u>Ad-ID</u> ) DSCC12w1	:06тн		<u>Rate</u> <u>Type</u> \$950.00 NM
33	10/14/12	11/04/12	Su 458-6a	458-6AM	1	:30	1	\$200.00	NM	
	Spots: <u>#</u> Ch 1 WIS Weeks:	Start Date 10/08/12 <u>Day Air I</u> N Su 10/1 Start Date 10/15/12	14/12 5:20 AM Su 4:		Rate \$200.00 <u>Start/End Time</u> 458-6AM <u>Rate</u> \$200.00		<u>1</u> <u>Ad-ID</u> ) pscc12w1	со4тн		<u>Rate Type</u> \$200.00 NM
	Weeks:	<u>Day Air I</u> N Su 10/2 Start Date 10/22/12	21/12 5:56 AM Su 45		Start/End Time 458-6AM Rate \$200.00		<u>Ad-ID</u> ) DSCC12w3	:05тн		<u>Rate</u> <u>Type</u> \$200.00 NM
	Spots: # Ch	<u>Day Air I</u> N Su 10/2	Date Air Time Desc		Start/End Time 458-6AM		<u>1 Ad-ID</u> ) DSCC12WI	:06тн		<u>Rate</u> <u>Type</u> \$200.00 NM
34	10/07/12	11/04/12	News Sun 530pm	530-6р	1	:30	1	\$500.00	NM	
;	Spots: <u>#</u> Ch 1 WIS Weeks: <u>§</u>	10/01/12 <u>Day Air I</u> N Su 10/0 Start Date	7/12 5:51 PM News		Rate \$500.00 Start/End Time 530-6p Rate \$500.00		1 <u>Ad-ID</u> ) DSCC12WI	:03тн		<u>Rate</u> <u>Type</u> \$500.00 NM



PO Box 26879 Lehigh Valley, PA 18002-6879



Invoice Period Invoice # Invoice Date Invoice Month 939457-1 10/28/12 October 2012 10/01/12 - 1**0/2**8/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Car	nDSCC-IE	1533

ine Start Da	te End Date	Descrip	otion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
34 10/07/12	11/04/12	News S	Sun 530pm	530-6p	1	:30	1	\$500.00	NM	
Spots: # 2 Weeks:	WISN Su 1				<u>Start/End Time</u> 530-6p <u>Rate</u> \$500.00		h <u>Ad-ID</u> O DSCC12W:	104тн		<u>Rate Type</u> \$500.00 NM
Spots: <u>#</u> 3 '	Ch <u>Day Al</u> WISN Su 10	i <u>r Date</u> /	<u>Air Time</u> <u>Descript</u> <i>News</i> So	•	Start/End Time 530-6p	<u>Lengt</u> :0	<u>h</u> <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$500.00 NM
7 1	WISN Th 10	0/25/12	7:20 PM LastRes	ort	Thu 7-8p 5.6,46.1,3.5,5.4,20.2,34.		0 DSCC12W	106тн		\$3,400.00 NM
	WISN Su 10 MG for	0/28/12 10 19.6,60.1,1	0:43 PM Late Nev 1.9,42.2,49.2,13.8	ws Rotation 3,25.3,2.10,15.8,15	M-F/Su 10p-11p/ 5.6,46.1,3.5,5.4,20.2,34.	Sa :3	0 DSCC12W	106тн		\$1,600.00 NM
Weeks:	10/22/12	End Date 10/28/12	1	Spots/Week 1	<u>Rate</u> \$500.00					
Spots: <u>#</u> 4 \	Ch <u>Day Ai</u> WISN Su 10		<u> Air Time</u> <u>Descripti</u> 5:38 PM News Su		Start/End Time 530-6p		<u>h Ad-ID</u> 0 DSCC12w:	106тн		<u>Rate Type</u> \$500.00 NM
35 10/07/12	11/04/12	Sun GM	1A	6-7a	1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/01/12	End Date 10/07/12		Spots/Week 1	<u>Rate</u> \$400.00					
Spots: # +	Ch <u>Day Aì</u> NISN Su 10		<u>iir Time</u> <u>Descripti</u> 5:30 AM Sun GM		Start/End Time 6-7a		h <u>Ad-ID</u> O DSCC12WI	г03тн		<u>Rate</u> <u>Type</u> \$400.00 NM
Weeks:		End Date 10/14/12		Spots/Week 1	Rate \$400.00	.0	0 00000000			ψ <del>1</del> 00.00
Spots: <u>#</u> { 2 \ Weeks:	Ch <u>Day</u> <u>Ai</u> <i>N</i> ISN Su 10	<u>r Date</u> A	ir Time Descripti 5:59 AM Sun GM/		Start/End Time 6-7a Rate		<u>h Ad-ID</u> ) DSCC12WI	г04тн		<u>Rate</u> <u>Type</u> \$400.00 NM
Spots: #	10/15/12	10/21/12	1 ir Time Descripti	1	\$400.00 Start/End Time	<u>Lengti</u>	n <u>Ad-ID</u>			Rate Type
3 V Weeks:	VISN Su 10 Start Date 10/22/12	0/21/12 6 End Date 10/28/12	5:46 AM Sun GM/ MTWTFSS 1	A <u>Spots/Week</u> 1	6-7a <u>Rate</u> \$400.00	:30	) DSCC12WI	105ТН		\$400.00 NM
Spots: <u>#</u> ( 4 \		r Date A	ir Time Descripti 5:49 AM Sun GM/		Start/End Time 6-7a		h <u>Ad-ID</u> D DSCC12WI	:06тн		<u>Rate</u> <u>Type</u> \$400.00 NM
36 10/21/12	10/21/12	Once		Sun 7-8p	1	:30	1	\$2,500.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	<u>MTWTFSS</u> 1	Spots/Week 1	Rate \$2,500.00					
Spots: # (			ir Time Descripti	<u>on</u>	Start/End Time		1 Ad-ID	r0Emi		Rate Type
37 10/07/12		News Si	7:39 PM Once un 7-9a	7-9am	Sun 7-8p 1	:30	) DSCC12W1	\$400.00	NM	\$2,500.00 NM
Weeks:	Start Date			Spots/Week	Rate			4.00.00		
	10/01/12	10/07/12	1 ir Time Descripti	1	\$400.00		- 44 10			D-1
Spots: # 0 1 V Weeks:	Ch <u>Day Air</u> VISN Su 10 <u>Start Date</u>	/07/12 8	3:23 AM News Su		<u>Start/End Time</u> 7-9am Rate		n <u>Ad-ID</u> ) DSCC12WI	:03тн		Rate <u>Type</u> \$400.00 NM
	10/08/12 Ch <u>Day Air</u>	10/14/12	1 ir Time Description	1	\$400.00 Start/End Time	l enati	n Ad-ID			Rate Type
	VISN Su 10 Start Date 10/15/12	/14/12 8	:14 AM News Su		7-9am Rate \$400.00		<u>1 70-10</u> ) DSCC12W1	£04ТН		\$400.00 NM
. –	Ch <u>Day Air</u> VISN Su 10 <u>Start Date</u>	<u>Date A</u> /21/12 8 <u>End Date</u>	ir Time Description 3:24 AM News Su MTWTFSS	<del></del>	Start/End Time 7-9am Rate		n <u>Ad-ID</u> DSCC12wi	:05тн		<u>Rate</u> <u>Type</u> \$400.00 NM
	10/22/12	10/28/12	1	1	\$400.00					



PO Box 26879 Lehigh Valley, PA 18002-6879

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	Invoice #	Invoice Date	Invoice Month	Invoice Period
	939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Da	te End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
37 10/07/12	11/04/12	News Sun 7-9a	7-9am	1	:30	1	\$400.00	NM	
Spots: <u>#</u> 4	Ch <u>Day Ai</u> WISN Su 10		scription ws Sun 7-9a	Start/End Time 7-9am		h <u>Ad-ID</u> 0 DSCC12w	106тн		<u>Rate</u> <u>Type</u> \$400.00 NM
38 10/14/12	11/04/12	This Week With Ge	eorge 5930-1030am	<b></b> 1	:30	1	\$1,000.00	NM	
Weeks: Spots: # 1	Start Date 10/08/12 Ch <u>Day Ai</u> WISN Su 10	10/14/12 r Date <u>Air Time</u> De	1 1	<u>Rate</u> \$1,000.00 <u>Start/End Time</u> ephan 930-1030am		<u>h Ad-ID</u> 0 DSCC12W	104тн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
39 10/09/12	10/23/12	DanceResults	Tue 7-8p	-1	:30	1	\$5,000.00	NM	
	10/08/12 Ch <u>Day Air</u> WISN <i>Tu 1</i> 0 See <i>MG</i>	/09/12 Dai 39.3,39.4	- 1 scription nceResults	<u>Rate</u> \$5,000.00 <u>Start/End Time</u> <i>Tu</i> e <i>7-8p</i>	:0				<u>Rate Type</u> \$5,000.00 NM
		10.2,39.1	/TS- Judges Analysis	Tue 7-8p		) DSCC12W			\$2,500.00 NM
3 \ Weeks:	Start Date	40.2,39.1 <u>End Date</u> <u>MTWTFS</u>	Spots/Week	Tue 8-9p	:30	) DSCC12W	IO4ТН		\$5,000.00 NM
Spots: <u>#</u> ( 2 \	10/22/12 Ch <u>Day Air</u> VISN Tu 10		cription	\$5,000.00 <u>Start/End Time</u> Tue 7-8p		<u>n Ad-ID</u> ) pscc12w:	106тн		<u>Rate Type</u> \$5,000.00 NM
40 10/02/12	10/09/12	HappyEnd	Tue 8-9p	-1	:30	1	\$2,500.00	NM	
	<u>Start Date</u> 10/01/12 Ch <u>Day Air</u> VISN <i>Tu</i> 10, See <i>MG</i> VISN <i>Tu</i> 10,	10/07/12 -1 Date Air Time Des /02/12 Hap 40.3	<u> </u>	Rate \$2,500.00 Start/End Time Tue 8-9p	Lengti :00				Rate Type \$2,500.00 NM
	See MG VISN Tu 10	40.4		•			=0.7mm		\$2,500.00 NM
Weeks:	MG for 4 Start Date 10/08/12 Ch <u>Day Air</u> VISN <i>Tu</i> 10/	0.3 10/02 <u>End Date</u> <u>MTWTFS:</u> 10/14/12 -1 <u>Date</u> <u>Air Time</u> <u>Des</u> //09/12 <i>Hap</i>	Spots/Week	Tue 7-8p <u>Rate</u> \$2,500.00 <u>Start/End Time</u> <i>Tue 8-9p</i>		)	1031R		\$2,500.00 NM  Rate Type \$2,500.00 NM
41 10/02/12	See MG 10/30/12	39.3,39.4 PrivatePractice	Tue 9-10p	-1	:30	1	\$2,200.00	NM	
Weeks:	Start Date	End Date MTWTFS		Rate	.30	I	φ2,200.00	IAIAI	
Spots: <u>#</u> (	10/01/12	10/07/12 -1 <u>Date</u> <u>Air Time</u> <u>Des</u> 02/12	- 1	\$2,200.00 Start/End Time Tue 9-10p	<u>Length</u> :00	n <u>Ad-ID</u> O			<u>Rate</u> <u>Type</u> \$2,200.00 NM
4 V Weeks:	VISN Th 10/ MG for 4 Start Date	1.1 10/02		Thu 9-10p Rate	:30	) DSCC12W	гозтн		\$2,200.00 NM
Spots: # C	10/15/12	10/21/12 -1	• 1	\$2,200.00 Start/End Time	<u>Length</u>	<u>Ad-ID</u>			Rate Type

# INVOICE



Send Payment To:
WISN TV
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Lehigh Valley, PA 18002-6879

]	Invoice #	Invoice Date	Invoice Month	Invoice Period
Į	939457-1	10/28/12	October 2012	10/01/12 - 1 <b>0/2</b> 8/12

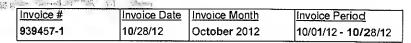
Advertiser	Product	Estimate Number
Democratic Senatorial Can	DSCC-IE	1533

Spots/

Lino	Start Date	End Dat	e Descri	intion	Start/End Time	12Th Page 6	1	Spois/	Dete	T	
_						MTWTFSS	Length	Week	Rate	Туре	
41	10/02/12	10/30/12	2 Private	ePractice	Tue 9-10p	-1	:30	1	\$2,200.00	NM	
	Spots: # C	h <u>Day</u>	Air Date	Air Time Desc	cription	Start/End Time	Lengt	h Ad-ID			Rate Type
	2 W	ISN Tu	10/16/12		atePractice	Tue 9-10p	-	00			\$2,200.00 NM
		Credit	ed								
42	10/16/12	10/30/12	2 Happy	End	Tue 8-9p	-1	:30	1	\$3,000.00	NM	
	1011	Ota-t Dat	- F-45-	. MTUTTEE	04-04/1						
	Weeks:	Start Date 10/15/12	<u>End Dat</u> 10/21/1;	te <u>MTWTFSS</u> 2 -1	Spots/Week 1	<u>Rate</u> \$3,000.00					
	Spots: # C			Air Time Desc	·	Start/End Time	Lengi	h Ad-ID			Rate Type
	1 W	ISN Tu	10/16/12	Нар		Tue 8-9p	:0				\$3,000.00 NM
	Mooke	Credit		MTWEEC	Carta (Minale	D-4-					
	Weeks:	10/22/12	10/28/12	<u>te MTWTFSS</u> 2 -1	Spots/Week 1	<u>Rate</u> \$3,000.00					
	Spots: # Cl	n <u>Day A</u>		Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
	2 W			Нард		Tue 8-9p	:0				\$3,000.00 NM
		See M	G 34.6,34.7	,34.8,34.9,34.	10,34.11,34.12,34.13,3	4.14					
43	10/27/12	10/27/12	College	e Football Gan	ne #2230p-6p	1-	:30	1	\$7,000.00	NM	
	Weeks:	Start Date 10/22/12	End Date 10/28/12			<u>Rate</u> \$7,000.00					
	Spots: # Ch			Air Time Desc	•	Start/End Time	Lengt	h Ad-ID			Pata Time
		ISN Sa 1			ge Football Game #2	230p-6p		0 DSCC12\	wIO7TH		<u>Rate Type</u> \$7,000.00 NM
4 E	10/28/12	10/28/12									Q1,000:00 14W
45	10/20/12	10/20/12	Sun 9-9	930A	9-930A	2	:30	2	\$225.00	NM	
	Weeks:	Start Date	End Date	e <u>MTWTFSS</u>	Spots/Week	Rate					
		10/22/12		22	2	\$225.00					
,				Air Time Desc		Start/End Time	_	h Ad-ID			Rate Type
	/ VVI	SN Su 1 See M	0/28/12 G 45.3,45.4,		9-930 <i>A</i>	9-930A	:0	0			\$225.00 NM
	2 WI	SN Su 1		Sun :	9-930 <i>A</i>	9-930 <i>A</i>	:0	0			\$225.00 NM
		See M	G 45.3,45.4,	45.5							
46	10/22/12	10/22/12	Genera	I Hospital	2-3pm/1-2p	1	:30	1	\$350.00	NM	
1	Weeks:	Start Date 10/22/12	End Date 10/28/12		<u>Spots/Week</u> 1	Rate					
:	Spots: # Ch			Air Time Desc	•	\$350.00 Start/End Time	Lengt	<u>h</u> Ad-ID			Data Toma
•	-			Ge <i>n</i> e	ral Hospital	2-3nm/1-2n	<u>-engt</u> 0:				Rate Type \$350.00 NM
				34.8,34.9,34.1	0,34.11,34.12,34.13,3	4.14					<del>40000.00</del> /4/4/
48	10/15/12	11/05/12	Late Ne	ews 10PM	10-1030p	1	.3∩	1	\$1,600.00	NM	
					. 5 тобор	<b>-</b>		•	Ψ1,000.00	IAIAI	
1	Neeks:		End Date		Spots/Week	Rate					
	Snoto: # Ch		10/21/12		1	\$1,600.00	1	. A . L 105			<b>.</b>
`	Spots: # Ch			<u> Air Time</u> <u>Desc</u> 0:29 PM Late i		Start/End Time 10-1030p		<u>h</u> <u>Ad-ID</u> O DSCC12v	MATH		Rate Type
١	Neeks:		End Date		Spots/Week	Rate	.5	U DSCC12V	1104111		\$1,600.00 NM
		10/22/12	10/28/12	1	1	\$1,600.00					
5	Spots: # Ch			Air Time Desci		Start/End Time		1 Ad-ID			Rate Type
	2 WI:	SN M 1	0/22/12 1	0:31 PM Late I	News 10PM	10-1030p	:31	) DSCC12v	vIO5TH		\$1,600.00 NM
49	10/15/12	11/05/12	The Vie	·w	10-11am	1	:30	1	\$500.00	NM	
V	Veeks:		End Date		Spots/Week	Rate					
	Snote: # Ch	10/15/12	10/21/12 ir Date A		intion 1	\$500.00 Start/End Time	المسجا				D-1 **
3	Spots: <u>#</u> Ch 1 \\/!:			<u>\ir Time</u> <u>Desc</u> i 0:32 AM The \		Start/End Time 10-11am		<u>1 Ad-ID</u> ) DSCC12v	ντΩ4TH		Rate Type
	1 4 4 1 4	O14 141 11	V 1 V 1 Z 1	U.UZ AWI THE V	1011	IV-IIdili	اد.	, 0300128	IIV41II		\$500.00 NM



WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879



Advertiser	Product	Estimate Number
Democratic Senatorial Cam		1533

ine Start Date	End Date	Descript	tion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
49 10/15/12	11/05/12	The Vie	w	10-11am	1	:30	1	\$500.00	NM	
Weeks: Spots: # Cl	Start Date 10/22/12 h Day Ai	10/28/12		Spots/Week 1	Rate \$500.00 Start/End Time	Longti	- Ad ID			Data T
	ISN M 10	0/22/12	The Vie		10-11am	:0:	<u>n Ad-ID</u> 0			Rate <u>Type</u> \$500.00 NM
51 10/15/12	11/05/12	ANDER	SON COOPER	M-F 11A-12P	1	:30	1	\$225.00	NM	1000
Weeks:	Start Date 10/15/12	End Date 10/21/12		Spots/Week 1	<u>Rate</u> \$225.00					
Spots: <u>#</u> Cl 1 W				stion SON COOPER	Start/End Time M-F 11A-12P		<u>n Ad-ID</u> ) oscc12w	и04тн		<u>Rate Type</u> \$225.00 NN
Weeks:	Start Date 10/22/12	End Date 10/28/12	1	Spots/Week 1	<u>Rate</u> \$225.00					
Spots: # Ch 2 W			ir Time Descrip 1:29 AMANDER		Start/End Time M-F 11A-12P		n <u>Ad-ID</u> oscc12w	105тн		<u>Rate Type</u> \$225.00 NN
55 10/15/12	11/05/12	News M	-F 5p	5-530pm	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> Ch 1 Wi	n <u>Day Ai</u> ISN M 10		ir Time Descript 5:21 PM News M		Start/End Time 5-530pm		<u>Ad-ID</u> ) oscc12w	104тн		<u>Rate</u> <u>Type</u> \$1,000.00 NN
Weeks:	Start Date 10/22/12	End Date 10/28/12	<u>MTWTFSS</u> 1 <b></b>	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: # Ch 2 WI			<u>ir Time</u> Descript i:28 PM News M		Start/End Time 5-530pm		<u>Ad-ID</u> ) oscc12w	т05тн		Rate Type \$1,000.00 NM
56 10/15/12	11/05/12	News M-	-F 5a	5-6A	1	:30	1	\$350.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$350.00					
Spots: <u>#</u> Ch 1 Wl			ir Time Descript		Start/End Time 5-6A		1 <u>Ad-ID</u> ) oscc12w	104TH		<u>Rate</u> <u>Type</u> \$350.00 NM
Weeks:	Start Date 10/22/12	End Date 10/28/12	<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$350.00					7000.00
Spots: # Ch 2 WI			ir Time Descript		Start/End Time 5-6A		Ad-ID oscc12w	105тн		<u>Rate</u> <u>Type</u> \$350.00 NM
57 10/08/12	11/05/12	News M-	-F 6p	6-630pm	1	:30	1	\$1,200.00	NM	
Weeks:	Start Date 10/08/12	End Date 10/14/12	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$1,200.00					
Spots: # Ch	Day Air	r Date Air	ir Time Descript :22 PM News M	tion_	Start/End Time 6-630pm		<u>Ad-ID</u> ) oscc12w	TN3TU		<u>Rate</u> <u>Type</u> \$1,200.00 NM
Weeks:		End Date 10/21/12		Spots/Week 1	Rate \$1,200.00	.00	, osceren	103111		\$1,200.00  4 0
Spots: # Ch			r Time Descript :23 PM News M		Start/End Time 6-630pm		<u>Ad-ID</u> ) oscc12w	т04тн		<u>Rate</u> <u>Type</u> \$1,200.00 NM
Weeks:	Start Date 10/22/12		MTWTFSS 1	Spots/Week 1	Rate \$1,200.00	.50		_3,		\$1,200.00 NW
Spots: # Ch	<u>Day</u> Air	Date Air	r Time Descript :27 PM News M		Start/End Time 6-630pm		n <u>Ad-ID</u> ) oscc12w	105тн		<u>Rate</u> <u>Type</u> \$1,200.00 NM
3 WI	SN W 10/	, <u></u>								
•	11/05/12	News M-		6-7A	1	:30	1	\$1,000.00	NM	

Rate Type

\$1,500.00 NM



Line Start Date End Date

Spots: # Ch

Spots: # Ch

1 WISN M 10/15/12

10/22/12

2 WISN M 10/22/12

11/05/12

Start Date

1 WISN M 10/22/12

11/05/12

Start Date

1 WISN M 10/08/12

10/15/12

2 WISN M 10/15/12

10/22/12

1 WISN Sa 10/06/12

10/01/12

Spots: # Ch Day Air Date

Start Date End Date

Start Date End Date

10/08/12

Spots: # Ch Day Air Date

10/22/12

Spots: # Ch Day Air Date

58 10/15/12

Weeks:

60 10/22/12

Weeks:

61 10/08/12

Weeks:

Weeks:

Spots: # Ch

Send Payment To: WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

10/28/12

1----

Air Time Description

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 1 <b>0/2</b> 8/12

Advertiser	<u>Produ<b>c</b>t</u>	Estimate Number
Democratic Senatorial Cam		1533

							1	
Ħ			Democratic Sens	atorial Car	mDSCC-IE		15	
End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
11/05/12	News M-F 6a	6-7A	1	:30	1	\$1,000,00	NM	
<u>tart Date</u> 0/22/12 <u>Day Aìr</u>	/15/12 6:47 AM News N <u>End Date</u> <u>MTWTFSS</u> 10/28/12 1 r Date <u>Air Time</u> <u>Descrip</u>	I-F 6a <u>Spots/Week</u> 1 <u>tion</u>	Start/End Time 6-7A <u>Rate</u> \$1,000.00 Start/End Time	.3 Lengt	h <u>Ad-ID</u> 0 oscc12w: h <u>Ad-ID</u>			<u>Rate Type</u> \$1,000.00 NM <u>Rate Type</u>
IM 10.	/22/12 6:25 AM News N	1-F 6a	6-7A	:3	0 DSCC12W	г05тн		\$1,000.00 NN
1/05/12	Entertainment Tonight	630p-7pm	1	:30	1	\$850.00	NM	
		inment Tonight	<u>Rate</u> \$850.00 <u>Start/End Time</u> 630p-7pm 44.14	<u>Lengt</u> :0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$850-00 N∧
1/05/12	Good Morning America	7-9a	1	:30	1	\$1,000.00	NM	
	/08/12 7:24 AM Good M	orning America	Rate \$1,000.00 Start/End Time 7-9a		h <u>Ad-ID</u> 0 DSCC12WI	:03тн		<u>Rate Type</u> \$1,000.00 NM
art Date 0/15/12 Day Air M 10/ art Date	/15/12 8:48 AM Good M		Rate \$1,000.00 Start/End Time 7-9a Rate		h <u>Ad-ID</u> 0 oscc12w1	:04тн		<u>Rate Type</u> \$1,000.00 NM

Length Ad-ID

:30 OSCC12WI03TH

\$3,000.00

NM

:30

3 WISN M 10/22/12 8:41 AM Good Morning America	7-9a	:30 DSCC12wI05TH	\$1,000.00 NM
63 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am	1	:30 1 \$450.00 NM	
Weeks:         Start Date 10/15/12         End Date 10/21/12         MTWTFSS 1 1         Spots/Week 1	<u>Rate</u> \$450.00		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
1 WISN M 10/15/12 9:49 AM LIVE WITH KELLY!	9-10am	:30 DSCC12WIO4TH	\$450.00 NM
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           10/22/12         10/28/12         1         1	<u>Rate</u> \$450.00		
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u>	Start/End Time	Length Ad-ID	Rate Type
2 WISN M 10/22/12 9:35 AM LIVE WITH KELLY!	9-10am	:30 OSCC12WIO5TH	\$450.00 NM
64 10/06/12 10/06/12 PostBadger PostBadger	S-	:30 1 \$1,000.00 NM	

\$1,000.00

Start/End Time

64 10/06/12	10/06/12	PostBadger	PostBadger	5-	:30	1	\$1,000.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate				-	
	10/01/12	10/07/125-	1	\$1,000.00					
Spots: # C		<u>Date</u> <u>Air Time</u> <u>Descri</u>	<u>ption</u>	Start/End Time	<u>Length</u>	<u>4d-ID</u>			Rate Type
1 W	ISN Sa 10	/06/12 6:17 PM PostB	adger	PostBadger	:30 [	OSCC12W	I03TH		\$1,000.00 NM
65 10/06/12	10/06/12	BIG 12 BadgerPost	630-7p, 6-630p	S-	:30	1	\$1,500.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12S-	1	\$1,500.00					
Spots: # Cl	h <u>Day Air</u>	Date Air Time Descri	<u>ption</u>	Start/End Time	Length A	Ad-ID			Rate Type

630-7p, 6-630p

Rate

\$3,000.00

66 10/04/12 10/04/12 LastResort Thu 7-8p ---T**--**-Weeks: Start Date End Date MTWTFSS

10/07/12

6:37 PM BIG 12 BadgerPost

Spots/Week



Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Spots/	

					Spots/					
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
66	10/04/12	10/04/12	LastResort	Thu 7-8p	T	:30	1	\$3,000.00	NM	
	Spots: <u>#</u> Ch	Day Air	Date Air Time Descri	ntion	Start/End Time	l engt	h <u>Ad-ID</u>			Rate Type
		SN Th 10/			Thu 7-8p		DSCC12w	103тн		\$3,000.00 NN
67	10/04/12	10/05/12	News M-F 5a	5-6A	TF	:30	1	\$350.00	NM	
1	Weeks:	Start Date 10/01/12	End Date MTWTFSSTF	Spots/Week 1	<u>Rate</u> \$350.00					
,	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
		SN Th 10/			5-6A	:3	) DSCC12W	T031H		\$350.00 NM
68	10/06/12	10/06/12	Sa 458-6a	456-6AM	S-	:30	1	\$250.00	NM	
1	Veeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12S-	Spots/Week 1	<u>Rate</u> \$250.00					
\$	Spots: # Ch				Start/End Time	<u>Lengtl</u>	n Ad-ID			Rate Type
	1 WIS	SN Sa 10/	06/12 5:43 AM Sa 458	3-6a	456-6AM	:3	D DSCC1.2W	103тн		\$250.00 NM
69	10/07/12	10/07/12	Su 458-6a	458-6AM	S	:30	1	\$200.00	NM	
1		Start Date 10/01/12	End Date MTWTFSSS	Spots/Week 1	<u>Rate</u> \$200.00					
5	Spots: # Ch	Day Air			Start/End Time		Ad-ID			Rate Type
	1 WIS	SN Su 10/		-6a	458-6AM	:30	) DSCC12W	I03TH		\$200.00 NM
70	10/04/12	10/05/12	KATIE COURIC	M-F 2-3P	TF	:30	2	\$400.00	NM	
V		Start Date 10/01/12	End Date MTWTFSSTF	Spots/Week 2	<u>Rate</u> \$400.00					
5	Spots: # Ch	<u>Day</u> Air	Date Air Time Descrip		Start/End Time	<u>Lengtl</u>	n Ad-ID			Rate Type
		N Th 10/0			M-F 2-3P		DSCC1.2W			\$400.00 NM
	2 WIS	ON F 10/0	05/12 2:27 PM KATIE		M-F 2-3P	:30	) DSCC12W	103TH		\$400.00 NM
71	10/04/12	10/05/12	Nightline	11p-1130p	TF	:30	1	\$1,500.00	NM	
V		Start Date 10/01/12	End Date MTWTFSSTF	Spots/Week 1	<u>Rate</u> \$1,500.00					
S	Spots: # Ch	<u>Day</u> <u>Air</u>			Start/End Time	<u>Lengtl</u>	Ad-ID			Rate Type
	1 WIS	N F 10/0	05/12 11:18 PM Nightlin	ie	11p-1130p	:30	) DSCC1.2W	103ТН		\$1,500.00 NM
72	10/06/12	10/06/12	INSIDE THE HUDDLE	INSIDE HUD 1035	¢s-	:30	1	\$250.00	NM	
V		Start Date 10/01/12	End Date MTWTFSS 10/07/12S-	Spots/Week 1	<u>Rate</u> \$250.00				1	
S	pots: # Ch	<u>Day</u> Air l	Date <u>Air Time</u> Descrip		Start/End Time	<u>Length</u>	Ad-ID			Rate Type
	1 WIS	N Sa 10/0	06/12 11:48 PM INSIDE	THE HUDDLE	INSIDE HUD 10	35r :30	DSCC1.2W	103тн		\$250.00 NM
					Total Spots	23	0			

Payment Terms 30 Days

Gross Total \$210,650.00

Agency Commission

**\$**31,597.50

Net Amount Due

\$179,052.50